

STOP PRESS

Shrinkwrap choice for books

Speed, compact design and price were key considerations in Penguin Books' choice of an Adpak EFK250 shrinkwrapper for multipacks of its books.

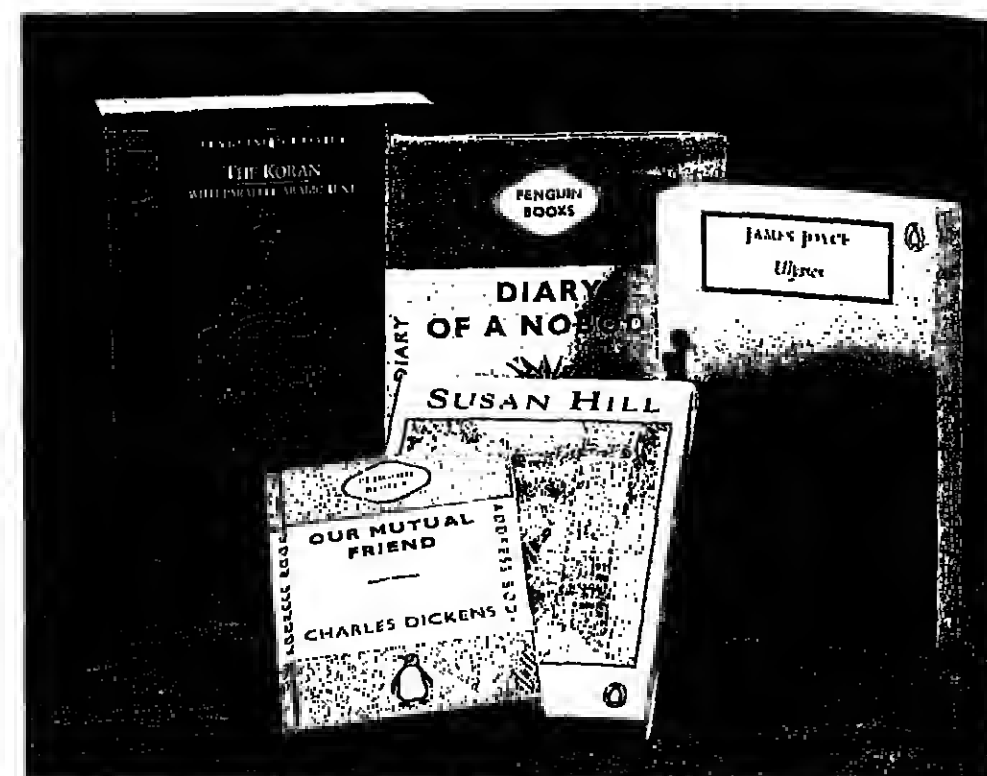
Replacing a manual system, the Adpak machine is being used at the publisher's Harmondsworth operation to wrap collations of 12 assorted titles. These are destined for airport retail outlets, which require stock supplies in small quantities.

"Presence of packs is picked up by a photocell"

Books are shrinkwrapped at speeds of up to 30 collations a minute, and the machine can take dimensions up to A3 size. Presence of packs is picked up by a photocell, allowing random-length objects to be wrapped.

The single-phase fully-automatic machine is also equipped with teflon-coated sealing jaws and a scrap take-away facility.

Penguin is using Cryovac's MR shrinkfilm, which combined with the performance of the machine gives



Penguin is using an Adpak EFK250 shrinkwrapper to wrap collations of 12 assorted titles

quality multipacks which are strong and offer good clarity, says Alison Horsfall, sales and marketing manager at Adpak (17 Kenyon Road, Lomeshaye Industrial Estate, Nelson, Lancs BB9 5SP - tel: 0282 619200, fax: 612201).

"The technical backup and helpful advice we always received from the Adpak staff

was important to us. The efficiency of our packaging department has been increased and running costs reduced by the implementation of the new machinery and shrink film," says Brian Parratt, distribution director at Penguin.

Penguin first saw the machine operating at the PPMA Show in 1992, and the

installed model has been operational for around six months. Adpak, authorised distributors of Cryovac shrink film, is now also the sole UK agent for equipment from US company Polypack, complementing its own range of packaging machinery.

For further information K2 155 Call for details 0838 772268

PALLET SYSTEM

Continued from front page melt system.

Finnish manufacturer Marli Oy is installing a second full-web wrapping version of the system for its cartonised drink line. This gives a good-looking pallet, says Mancon, which allows the single sheet of film to be cut down to the required level as cartons and layer-trays are removed in-store.

The Marli line, which has pallet wrapping as a separate unit, will operate at 6000 bricks an hour, but will be able to reach 8000 an hour.

Years of experience

Mancon and Maxini have years of experience in stretchwrap technology, and the current system employs power pre-stretch, ple control and film heat cutting against a teflon seaming unit rather than

against the pallet load. Top sheet drawing for sealing of the pallet top is an option.

"We are particularly proud of the service and engineering side of our company," says Jukka Tuominen, md at Mancon (Wakefield Commercial Park, Bridge Road, Horbury, Wakefield WF4 5NY - tel: 0924 277070, fax: 275688).

Another version of the collation/palletising unit uses perforated layer sheets which lock

bottle necks into place to ensure that shoppers do not remove bottles from lower levels of the display, so making it unstable. The Mancon 2000 pallet wrapping system is also available as a separate unit.

According to the company, display pallets are particularly suitable for discount warehouse-type displays of products such as pet-bottled drinks. For further information K2 155 Call for details 0838 772268

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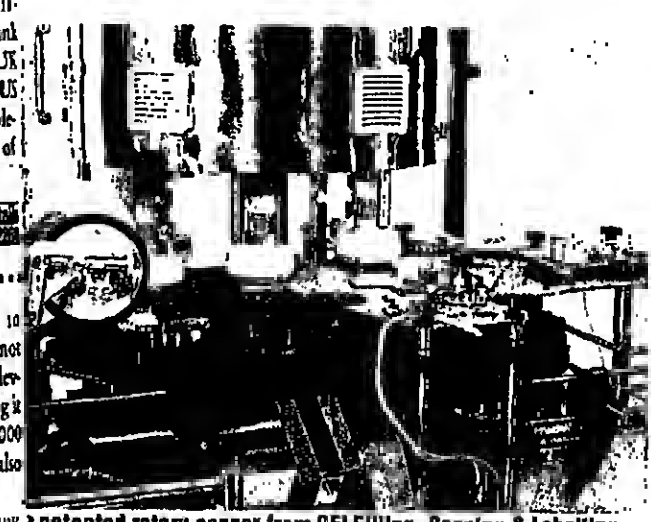
PACKAGING NEWS

Creative Packaging
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MARCH 1993

THE COMPLETE NEWS SERVICE FOR BUYERS OF PACKAGING EQUIPMENT, MATERIALS AND SERVICES

Cap motor stops screw-top leaks



A patented rotary capper from GEI Filling, Capping & Labelling

of leaking screw-capped containers as a result of inaccurate automatic application is to be virtually eliminated by a patented rotary capper available from GEI Filling, Capping & Labelling Ltd. This claim is made following the development of counter controlled individual motor drive for each capping chuck which replace the conventional mechanical drive

shafts and torque-limiting clutches. This is said to allow an on-machine quality control check over each container.

Conventional systems are rarely able to maintain applied production torque levels consistently better than ± 30 per cent, says the company (Waverley House, Farnham Trading Estate, Farnham, Surrey GU9 9NN - tel: 0252 733212).

According to Glyn

Humphries, director and general manager at GEI Filling Capping & Labelling, the Dico ETS machine represents a fundamental redesign of capping machinery operation.

"The conventional mechanical capping chuck drive has not changed in principle for several decades," he says. "Its main drawback is that once pre-set torque is reached and clutch trips out, the momentum of the chuck, running at about 250rpm, continues to rotate the cap."

"Since this force depends on machine speed, which can vary, it is extremely difficult to predict accurately the ultimate torque. On a large cap such as a coffee jar closure, as much as 50 per cent of the torque applied can be in this way, which is not controllable."

In contrast, the servo motors of the Dico ETS allow torque to be achieved accurately by limiting the current available to the motors. However, to establish that set torque has

Continued on back page

Redesign adds life to sweets

To consolidate the company's position at the top of the medicated sweet market, point of sale presentation and packaging of Halls Menthos range of medicated sweets for Warner-Lambert Confectionery has been redesigned by the Fitch Design Consultancy Ltd.

Traditional colours associated with the pack have been retained to provide it with a consistent look. However, the Halls logotype has been emphasised by using colour highlighting and a tinted foil outline. The Vapour Action flash has also been simplified and angled to strengthen the message, and ingredients listings have been made more legible by updating the typeface.

Display cartons with either 36 or 40 packs of sweets have

been coordinated for shelf and counter visibility, and the header card, a feature of the old display cartons discarded. Instead the carton interiors have been printed in the appropriate flavour colours.

Earlier work on Halls Soothers, which helped win the sweet's current 12 per cent market share within a year of its launch, secured

Fitch (Porters South, 4 Crinan Street, London N1 9UE - tel: 071-278 7200, fax: 071-833 1014) the Menthos work.



Traditional colours have been retained

WHAT'S Inside

- Clean-room provision** 4 Increased use of flexible lines in food and pharmaceuticals has led to expansion of clean-room facilities.
- Meet the Association** 10 We profile the fledgling Packaging Federation in its campaign to boost the industry's image and benefits.
- Milk Wars** 15 Cartons and plastics container manufacturers conduct two-point fight on environmental grounds.
- Competing equipment aids recycling** 21 How to make the collection and reprocessing of plastic cups viable.

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Financing problems remain in UK industry waste plan

Companies have until April to respond to proposals in the Producer Responsibility Industry Group (PRG) mitted to the Secretary of State for the Environment last month. Doubts continue at the plan's financing and viability of reaching consensus on - and getting legislative backing for - the levy

The plan proposes an use in "value recovery" of plastic and commercial/industrial packaging waste to 58 per cent by the year 2000. The PRG was set up with a brief from the DoE to come up with a viable plan for handling packaging waste in the UK.

It is proposed that Valpak, an industry organisation, will administer the scheme, working with individual MOs (material specific organisations). It will collect and allocate funding, which the PRG estimates will require around £100 million over the next two to three years.

A levy will be raised, but

no decision has been taken as to where in the packaging chain this will fall. Problems are said to have already arisen over this issue, with the DoE pressing for its application as close to the consumer as possible at the packing and filling stage, and retailers eager to see it applied as far from them as possible - with the converter.

An independent expert will be handed the unenviable task of resolving this issue, says the Producer Responsibility Group. See page 9 for full report.

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Any reader, especially from small to medium size businesses, who believes that the Producer Responsibility Group (PRG) proposals to government, outlining industry plans to handle packaging waste, have nothing to do with them should think again... (see pages 1 and 9).

In fact, don't just think again but get hold of a copy, consult with colleagues and then act. You have until April 15 to make your views known to PRG (5th Floor, Villiers House, 41-47 The Strand, London WC2 5QB - tel: 071-839 1144, fax: 071-839 4304).

In brief, the plan proposes an increase in 'value recovery' of domestic and commercial/industrial packaging waste to 58 per cent by the year 2000. At the risk of stating the bleeding obvious, this is only six years away and, considering the low start point, a lot of work has got to be done, and at what cost.

This is why it is essential that views on the scheme should be known NOW.

Please do not think that as the PRG members represent large companies - the likes of Procter & Gamble, Tesco and ICI plc - that they are going to take overall responsibility, especially in the still contentious area of funding. Don't be misled into thinking that just because your company is not a multi-million pound concern that this will not affect you.

Even though the government seems unwilling to bring smaller companies into line on levy raising through compliance legislation, the possibility of legislation has never been excluded by Environment Secretary, John Gummer.

First estimates put funding required at around £100 million over the next two to three years. It should be borne in mind, however, that the DSD system in Germany has had to be bailed out and that the Eco-Emballages plan in France has also run into some problems.

Action on environmental issues in the UK has been somewhat ponderous up to now, to put it politely, and many companies could be forgiven for thinking that plans would never come. This is no longer true - this time it's for real...

Also real is the threat of increased costs to British companies of implementing EU environmental policy over the next few years, according to a report called EC Environmental Policy Monitor, published last month.

"British business must lift its attention beyond the recession to the medium-term challenge of the Community's environmental agenda," says the author.

Consulting and influencing European legislation is not easy - commenting on the PRG plan could not be easier.

Don't waste the opportunity...

Gail Lea, Editor

Case erector saves materials and storage

One-piece, hinge-lid corrugated cases for rolls of photographic film and paper produced by Kodak, in up to 30 different widths, are now erected automatically in house from flat blanks, reducing storage space and material cost compared with the bought-in pre-erected fibreboard cases and lids previously employed.

Kodak packaging development engineer Dave Craig says: "We can now take a flat blank and make the box up, where previously, with the two-part box, huge volumes of storage space were required."

Fully motorised, size changeover on the two stage erector, purpose built for Kodak by GBE Lerner-Burgess (Fleming Road, Hinkley, Leics LE10 3DU - tel: 0455 613888, fax: 0455 618538), takes less

than two minutes allowing the minimum number of cases to be erected economically to

but hand loading of the corrugated insert can reduce the practical speed to between two and three cases a minute.

"We can now work on a just-in-time basis," explains Mr Craig. "Size changes in less than two minutes allow very small batches to be produced." An additional requirement was to minimise light penetration into the box, allowing a range of products to be stored under fluorescent lighting.

This is achieved by a combination of a full height hooded hinge lid, full width end flaps and an extra fold-over front wall and inner base which crushes into the case to form tight corners. A further corrugated insert is placed over the film as it is loaded by hand to form an inner lid, says GBE.

meet any particular order.

GBE's machine operates with 12 sizes of magazine-fed blanks, measuring from 623 to 1791mm wide by 1070mm long and plug erects the cases, first erecting the base, then the hooded lid.

Mechanical speeds of up to six cases a minute are achieved.

One-piece, hinge-lid cases used for Kodak products

Oval cartons for breakfast cereal

Development and ownership of the design and complete packaging system is behind Quaker's move into oval-section cartons for a double breakfast cereal launch.

Two Quaker products, Feast of Flakes and Wholegrain Feast, have been launched in oval cartons which, research suggests, consumers find easier to handle and pour. The tamper-evident carton, designed by consultant CPS International, uses plastics end pieces for resealability.

CPS was responsible for 3D design and machinery development, with full intellectual property rights going to Quaker. The manufacturer clearly hopes that this will instil life into a market in which new departures are very rare.

"Packaging is emerging as a powerful media too, which from a commercial standpoint has the potential to influence consumer preference just as much as advertising," says Andrew Streeter, director at



Quaker's Feast of Flakes and Wholegrain Feast in new oval cartons

CPS (7, Marketplace, Saffron Walden, Essex CB10 1HJ - tel: 0223 890111, fax: 513601).

Design agency Wickens Tut Southgate (10a Frederick close, London W2 3HD - tel: 071-262 1707, fax: 071-262 1512) was responsible for

branding on the carton.

CPS: For further information K3 139 Call for details 0839 772268

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Foam-filled pp jars offer savings

Skincare specialist Jafra Cosmetics International has adopted foam-filled, one-piece pp jars that are believed to be the first of their kind in the UK for its Royal Jelly Body Complex.

Jafra has worked closely with ACI Rockware Plastics in developing the process to manufacture these heavy walled, one-piece plastics jars, a move driven by safety and savings. It means that a lookalike alternative to opal glass containers and two-piece, double walled plastics jars is now available.

"One-piece, heavy-walled plastics jars"

Jafra's Royal Jelly Body Complex will be the first product in these 200ml wide mouth jars, which will be launched into Europe, the USA and Mexico

in May. They will replace white opal glass versions that had the same internal and external dimensions.

The area where the walls and base meet is rounded, with no undercut at the neck, to allow for easy removal of the entire contents. Containers can be printed or sprayfrosted to simulate the appearance of acid-etched glass containers.

Explaining the development, Dave Watson, director of sales and marketing at ACI says: "The foam additives technology already existed but was used by the automotive industry for steering wheels. We have taken this and developed it for containers."

Benefits of the containers are that they are mono-material, lighter, use no colorant, are easily recyclable. Existing moulds used for glass can be copied for the plastics version, says ACI (Skerne Road,



The foam-filled polypropylene jars by ACI Rockware Plastics

Kingston-Upon-Thames, Surrey KT2 5AE - tel: 081-546 1161, fax: 081-541 5648).

Jeff Laidlaw, purchasing and packaging development manager at Jafra, says that

Software gives X-ray detector control

Powerful software is allowing an X-ray contaminant detector from Yamato Lock Inspection Systems to better the reliability and throughput of equipment currently on the market.

Using processes developed by the controls and manufac-

turing technology division of Yamato Lock parent company Trans Tec, the Ultrascan is said to be unlike other systems available in being able to go beyond their simpler threshold mechanisms and compensate for non-homogeneous product.



Ultrascan contaminant detector: high detection, fast throughput

On a line speed of 1m a second, inspection can be carried out on up to 180 packs a minute on the standard Ultrascan system.

A higher grade version will process up to 400 units a minute, says the company.

Algorithms used on the system allow for the detection not only of metal, but also glass fragments, stone, bone and high density plastics. High speed real time processing contrasts different images captured from the pack to arrive at an accurate analysis two or three times faster than previously possible, says Yamato Lock (Neville Street, Oldham, Lancs OL9 6LF - tel: 061-624 0333, fax: 061-624 5181).

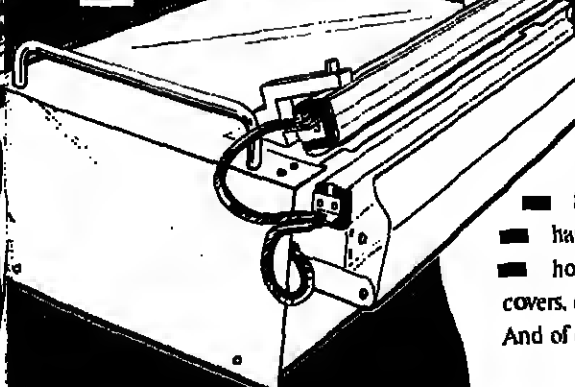
According to sales manager

Steve Wainwright, over-extended claims have been made about many of the X-ray systems now available. While a system that works on a simple threshold basis may be reliable in singling out contaminants such as metals, he says, it would not have the same reliability for other materials.

Change of the function code will allow for the performing of different checks, such as those for damage or missing items, as well as for contamination of various types. But while programming can permit the scanning of mixed pack and product types, simultaneous running of these different functions is not possible.

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Making clean-room provision for flexible ibcs



Mulox clean room area: quality control, strict dress regulations and lack of floor contact for materials

Increasing use of flexible ibcs in the food, pharmaceutical and other hygiene-conscious industries has led manufacturer Mulox IBC Ltd to devote proportionally more of its production space to clean-room conditions.

Customers in these sectors have been moving from smaller units for powdered and particulate products, and momentum has increased since the introduction of regulations for the manual handling of loads. At the same time, companies began to demand that not only inner liners, but the ibcs themselves be made under hygienic conditions.

Mulox reports that its clean room area has been enlarged five times since production under special conditions began

in early 1992. It is estimated that up to 70 per cent of production from its Stoke-on-Trent factory will, by the end of the year, come from the clean-room section. Currently output from this section is 8000 a week out of a total of around 20,000.

Clean cutting of the woven pp sheet to avoid stray threads or particles combines with extraction systems, rigorous quality control, strict dress regulations and lack of floor contact for materials to ensure the best conditions.

Apart from the standard range of single- and multi-trip four-point lift fibres, the clean room section can be used for production of the static conductive Mulox Electra. This model uses spun

stainless steel yarn to ensure optimum conductivity where there is a risk of static build up during emptying and filling, and so of explosions.

Other options such as Quadros, which retains its cube shape when filled and stacked, can also be manufactured hygienically.

The list of foodstuffs packed in hygienically manufactured ibcs is long; while among products filling pharmaceutical companies' ibcs are antibiotics, glucose, paracetamol and aspirin. "These companies tend to be ultra-cautious," says Charles Futterman, md of the company (Grindley Lane, Blythe Bridge, Stoke-on-Trent - tel: 0782 388122, fax: 0782 388133).

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Better pos presentation of frozen meat and fish

A cost-effective system for packing frozen meat, fish and poultry products in a double layer of pc film and so allowing improved pos presentation and protection, has been launched by Trigon Packaging Systems.

Twinskin is a remarkably simple patented system which uses two bags, one inside the other and joined at the neck with hot melt adhesive. Aimed for the moment at manually-packed product, the pre-formed bags are drawn in a vacuum before sealing, with the inner layer clutching the product and the perforated outer remaining unaffected.

"Without added cost"

"One of the key things that food packers are looking for is solutions that improve the appearance and value of products without added cost," explains md Kevin Chubb.

While still enjoying success with its principal pre-formed bag, Skinvac, Trigon was keen

to develop another system to cater for lower value quantities and types of product. When Skinvac uses relatively complex production processes and resins, Twinskin uses only pc.

The inner bag safeguards the contents against dehydration, ice accumulation and 'freezer burn'. The resilient outer layer, can be flexed in up to six colours. Trigon (Stafford Park, Telford, Shropshire TF3 3NF) tel: 0952 290471, fax: 290930.

Trigon has recently installed a second Schiavi colour press. The company won a gold EFTA flexograph print award for a turkey supplied to Iceland Foods. It was also recognised in last year's awards.

Apart from companies already using flexible packaging for frozen product which to move away from vacuum pouches, overwrap film backing boards, Trigon believes many of those using cartons will switch to Twinskin.

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Plastics bulk containers used to store pe resin

BASF plc's UK plastics division is now using Surface Modified Plastics (SMP) to store polyester resin for its customers purchased from Schütz UK Ltd. It plans to use SMP treated ibes throughout the rest of its European operations.

Paul Shrimpton, account manager for unsaturated polyester resins at BASF, tells *Packaging News*: "We are turning more and more to the use of ibe's because of the difficulties associated with drum handling and disposal."

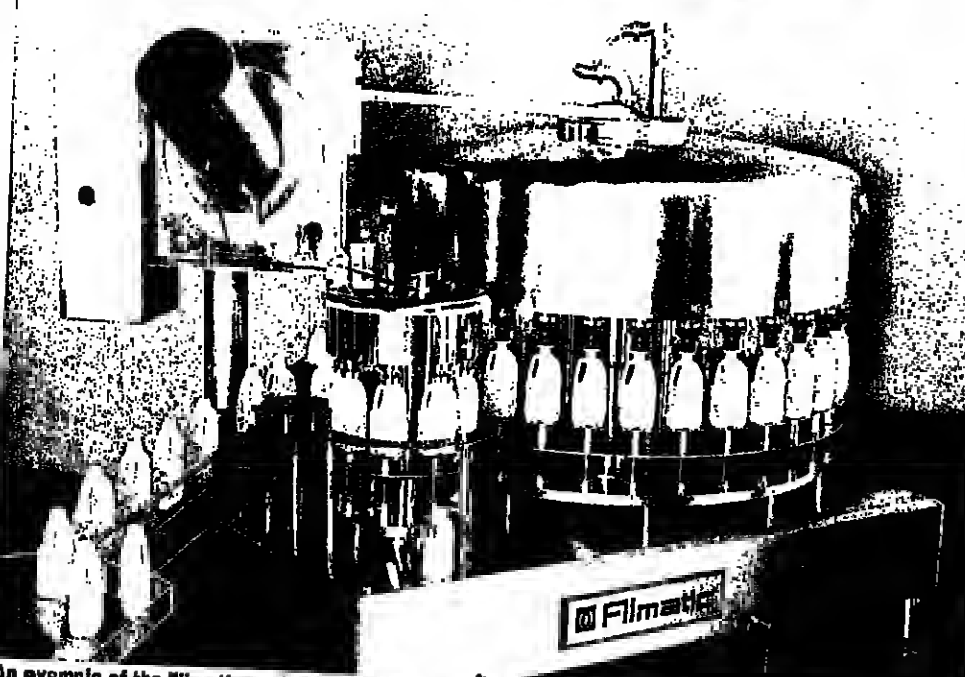
"SMP treated containers are suitable for polyester resins not only because of the hazardous nature of the product but also because the SMP process helps retain integrity," says Mr Shrimpton.

Schütz (PO Box 100, Worksop, Notts S81 7YZ - tel: 0909 478863, fax: 478864) developed the off-line fluorination process (SMP) to provide a double barrier to reduce losses through the container's hdpe walls.

The process exposes both inner and outer surfaces to fluorine gas, creating a double barrier layer. Coatings intensify chemical resistance against highly flammable, toxic and caustic materials BASF already supplies Schütz with the iv resistance high molecular weight lidpe which is used to manufacture the ibe's. Containers are SMP treated at Schütz' plant in Germany and then sent to the UK.

For further information call 0839 772268

Bottle filling success



An example of the Filmatic equipment filling fruit juice

"While it offers the modern technology and high quality results, Filmatic resisted the temptation to make its fillers too complicated," says Paklink and Patrick Strachan.

Change from two-pint four-pint filling can be carried out in around 20 minutes, says Mr Strachan. Competitive pricing and design for long, continuous shifts were behind Lancashire Dairies' choice of machine, says Paklink (Webourne House, Lenton Street, Alton, Hants GU34 1HH - tel: 0420 541111, fax: 892278).

The South African-built machines are designed to allow the removal of filling valve from outside the tank. Conveyor speed is automatically controlled to take account of downstream problems such as bottle congestion.

Damage during capping is minimised by a soft-star mechanism. To save space, the cap feeder projects from the front of the machine.

Smallest of the Filmatic machines is a two-head hand-fed system which occupies just one square metre of floor space. Larger machines offer clean in place. If necessary, a separate steam heater and tank can provide a more flexible alternative to the ring main.

Apart from fillers, Paklink can supply a variety of up- and downstream equipment and is a licensee for Blackhawk caps.

For further information call 0839 772268

As the use of pe bottles in the dairy industry continues to grow, Paklink Ltd has been enjoying great success with the Filmatic machines it supplies, with one 18-head machine just installed at Lancashire Dairies.

Between 80 and 90 four pint bottles a minute can be filled on the 18-head model. Depending on fill volume and the number of heads, throughput can be up to 200 containers a minute on these level filling machines. At larger commercial plants, installations have been fitted with up to 36 heads.

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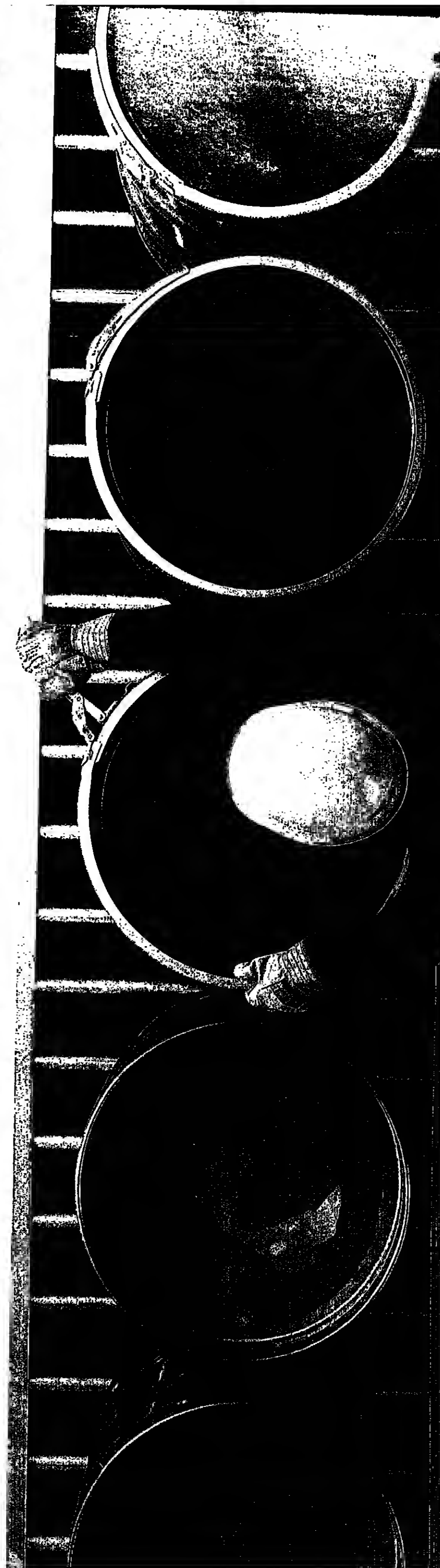
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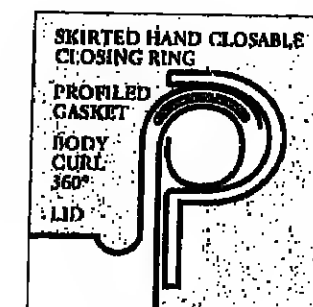
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Low-cost thermal and thermal transfer printing is possible with a hardware/software combination available exclusively from LAC Systems, mixing design flexibility with tough construction.

Labelgem software, which LAC devised itself, can be used to bring together text, barcodes, sequential codes, lines, boxes and graphics. Ease of use was a major consideration, with an accompanying manual which was written with the non-computer literate in mind.

This means that the printer can be used by operators in

warehouses and production areas without specific technical know-how. Manuals accompanying other systems have required clarification

"Technical know-how"

for the end-user, says the company (900 Thornton Road, Fairweather Green, Bradford BD8 0JG - tel: 0274 483111, fax: 482191).

"A lot of other printers in this price bracket have only a flimsy plastics shell,"

says Mark Stothers of LAC. The all-metal cabinet and roll holder are said to be ideal for more hostile non-office environments.

The Labelgem thermal/thermal transfer unit prints at speeds up to 20mm a second at a resolution of 6 dots a mm. Maximum print width is 53mm. Character size can vary from 0.83 x 0.83mm to 42 x 60mm.

In the next few months, LAC will be applying the software to the TEC range of printers, and the company has no immediate plans to take it beyond thermal/thermal transfer.

LAC sees itself as a software house in its own right, as well as a supplier of dot matrix, thermal and laser hardware. The company is also keen to work with label converters to set up in-house variable image printing.

For further information call 0833 772268

Dar options for hair colourant cartons

Dar is being used at BPC Digital Arts to provide the hair colourant industry - one of the most demanding types of customer to benefit from on-screen design - with options, variations and high quality results for its cartons.

Five-colour cartons designed for Wella's Colour Confidence range show the potential of Digital Arts' system, which includes Bareo Graphics 2400 and 2200 workstations, Digipack software, AppleMac Quadras, Barco laser scanners and thermal printer and an Iris inkjet. "This market uses the technology to

the greatest extent," explains general manager Gary Little.

After lifting and retouching images electronically from master photography, Digital Arts can develop exact colouring and give a number of different tone and highlighting options for skin and hair.

Starting with a scatter proof, the company can adapt the initial image according to the customer's comments, import these changes onto the carton shape and create a bulk proof.

Use of this system also means that the same basic image can be transferred from carton to carton in the range. Once stored, the same image can also be used in generating films for magazine advertising, sales aids, or pos display.

The Wella cartons use six colours plus varnish over a range of 15 product variants.

Mr Little says there are no advantages with using dar for one-off cartons, but systems such as that at Digital Arts come into their own when ranges of packs need designing, and especially where on-pack promotions are adopted.

"We have a complete cradle to grave integrated system from scanner to image setter," says Digital Arts (Malvern Road, Furze Platt, Maidenhead, Berks SL6 7RF - tel: 0628 73739, fax: 739999).

After a year under its independent identity within BPC as Digital Arts, the company is balancing its role as the design arm of BPC Taylors, of which it was originally a part, with an increasing capacity for serving customers outside the British Printing Company.

Still neighbours, Digital Arts and Taylors can work



The original carton for Wella



One of the pack variants that BPC Digital Arts has developed

together closely on design development from 2D to 3D, with the carton company using Misomex software on its outline work and able to import profiles into the Digital Arts system.

For further information call 0833 772268

Waste management plan funding under scrutiny

Variables such as the need for subsidies to establish end markets in materials recycling could upset projections from the Producer Responsibility Industry Group (PRG) - see also page 1 - on the financing of its waste management plan, according to industry experts.

Lessons in financing and recovery targets have been learned from other European national systems such as Eco-Emballages in France, says the group. Chairman of the PRG's working committee Peter Hindle rejects suggestions that the envisaged funding will not be enough. "We've looked very hard at how we can get costs out of the system before we have even started," he told PN.

In order to achieve the higher recycling targets, Valpak will have to work with local authorities and the waste management industry to expand collection and sorting. By the end of 1996, 15 per cent of homes will be covered by domestic and "high density bring" collection systems, the PRG predicts.

"The main mechanism for financing local government will be through guaranteed prices for collected and sorted materials," says Mr Hindle, European environment coordinator at Procter & Gamble.

"Guaranteed markets"

These initially guaranteed prices would in the longer term be replaced by guaranteed markets, he says.

There are still major concerns about the availability of markets for recycled materials. Though in theory markets may be there, their development may itself absorb a proportion of available finance in subsidies.

Friends of the Earth (FoE) criticises the PRG for lack of

details as to how money for financing the scheme is to be raised or spent, and ministers for making a series of meaningless threats. "The government seems more concerned about heading off legislation than environmental protection," says a spokesperson.

"Increasing doubts"

Though compliance legislation for raising a levy has never been excluded by Environment Secretary John Gummer, there are increasing doubts about the government's willingness to bring smaller companies into line in this way.

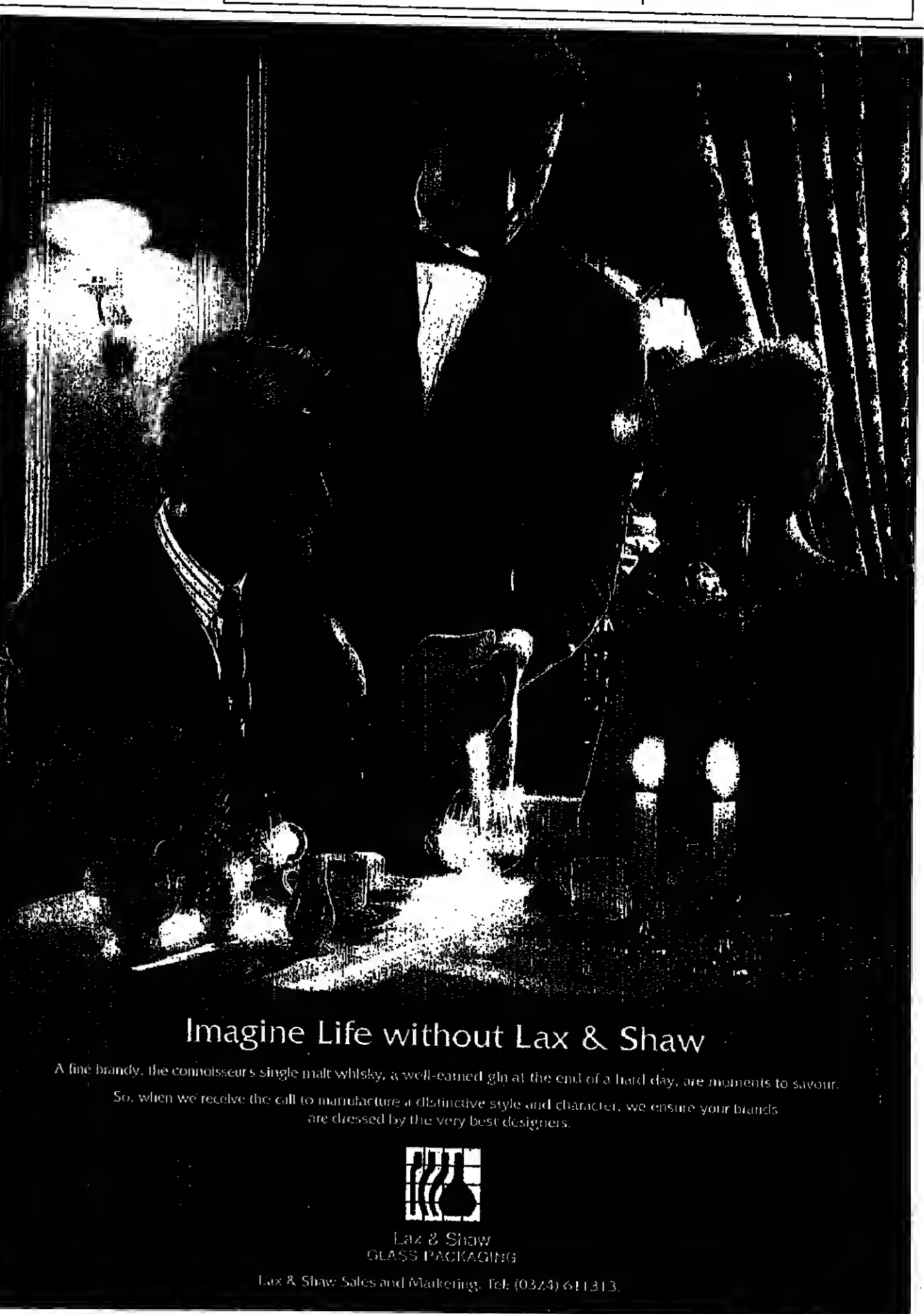
'Value recovery' of waste includes incineration for energy recovery. More than four times the quantity going for incineration now will be burned for energy by the year 2000, the plan proposes.

Industry sources see this as being a potential problem area, with long lead times for construction and for the build-up of tonnage where new incinerators are built. There are no proposals as to how development in this sector should be financed.

"Many industry sectors have not been involved in the discussions until now, and these include a wide base of fillers, converters and retailers of all sizes," says Peter Davis, chief executive of Incepen, who sees the consultation period as vital. Like Incepen, James Jensen of the Packaging Federation welcomes the active role of industry in the formulation of the plan.

Reaction from the British Plastics Federation (BPF), which has had many of its members involved in preparation of the PRG plan, has focused on the proposals for developing incineration as an option and end markets for recovered material. Unsurprisingly, the BPF calls for the application of a levy as close to the consumer as possible at the packing and filling stage.

	Quantities by year ('000a tonnes)	
	1993	2000
TOTAL PACKAGING WASTE		
Domestic	7292	8051
Commercial and Industrial	3600	3757
	3692	4294
TOTAL QUANTITY RECYCLED		
From Domestic sources	2199	4033
From Commercial and Industrial sources	513	1306
	1686	2697
TOTAL RECOVERED BY WASTE TO ENERGY	150	650
TOTAL DIVERTED FROM LANDFILL	2349	4653
VALUE RECOVERY (%)	32	58
RESIDUAL PACKAGING WASTE TO LANDFILL	4943	3398



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PACKAGING NEWS/MARCH 1994

Fighting to promote industry benefits

The much heralded Packaging Federation was officially launched in December 1992 following the appointment in October of that year, of James Jensen as its inaugural director general.

The launch followed many months of speculation and activity, which began with representatives of companies such as Lawson Mardon Group, Waddingtons, Courtaulds, Rockware and Plysu discussing the need for one organisation to represent the interests of the entire packaging manufacturing industry.

These companies felt that the industry - which is the ninth largest manufacturing group in the UK with an annual turnover of £8.5 billion - needed to up its profile in all

kinds of areas and to exert influence in, for instance, legislative and political arenas.

Mr Jensen is keen not to denigrate the work of sectoral trade associations, many of whom do excellent lobbying work, but the Federation members felt that the central message about packaging per se was being lost.

The group of companies at the launch have now grown to 21 - see table for full details - and a coherent, focused plan of action is in place. Mr Jensen is quietly determined to adhere strictly to these plans which he believes are sensible and attainable. The Mission statement of the Federation reads as follows:

● The Packaging Federation will proactively promote the

In this month's Meet the Association, Gail Lea examines the work of one of the youngest - The Packaging Federation - which was set up in December 1992 to promote the benefits of packaging and to combat negative publicity.

stature and importance of the industry, the products which it produces, the benefits which derive from packaging and the industry's responsible concern for both the community and the environment.

● The Federation's number one priority will be to improve significantly the perception of packaging by the public, opinion-formers and legislators.

● The Federation will also aim to provide a forum and service for packaging manufacturers

on policy matters of general industry interest.

● The Federation will co-operate fully with sectoral trade associations and other bodies in order to ensure that the industry's position is fairly and positively represented on pan-industry issues.

In its first year of operation, the Federation set itself targets of producing a brochure about the benefits of packaging, called Packaging - a fundamental life support sys-



James Jensen

tem, which has been distributed throughout the media. It was designed to provide a concise briefing document for busy journalists which could be kept on file for future use.

It has also been designed for politicians, especially ones on the environment committee as well as member company shareholders.

A Packaging Federation information file has been put together to serve a similar purpose. This consists of an overview of the industry itself as well as individual sheets on various sectors. Again these are designed to provide a snapshot view on the industry, which can sometimes produce ten brochures on just one sector.

Also included in the information file is a policy statement on the packaging manufacturing industry and waste management. Although the Federation is keen to emphasise that it does not wish to encroach on Inspec's remit (see *Packaging News*, January 1994) it feels that it cannot talk to journalists and the outside world about packaging without talking about green issues, as that is the angle the questions are usually asked from.

Mr Jensen believes that the arrival of the Producer Responsibility Group Plan (see pages 1 and 9) will make talking to journalists easier for the Federation as they can present a positive message about packaging waste.

Political lobbying was the third target set and culminated in a House of Commons reception for MPs on Budget Day last year, where the information file was also launched. Apparently the last packaging industry reception organised was in Harold Wilson's day.

Total turnout at the event was 84, which included 38 MPs and various trade associations and member company executives.

"Structure is very simple"

The structure of the Packaging Federation is very straightforward, with no committees, councils or full-time secretariat. Secretarial and accounting support services are supplied by the Institute of Packaging for an annual fee and Mr Jensen arranges four meetings a year for the chief executives of the member companies.

Mr Jensen was most recently involved in major

The Packaging Federation

Member Companies

BP Chemicals Ltd
BPC Taylowe
CarnaudMetalbox plc
Courtaulds Packaging Ltd
Field Group plc
Lawson Mardon Group
Low & Bonar plc
MCG Closures Ltd
M.Y.Holdings plc
PLM Redfern Ltd
Plysu plc
Riverwood International - Europe
Rockware Group plc
RPC Group plc
Sidiaw Packaging
David S Smith Packaging
Smurfit UK Ltd
Sonoco Products Company
SCA Packaging Ltd
United Glass Ltd
John Waddington plc

fund raising as the national appeal director for the Cancer Relief Macmillan Fund before coming to the Federation. His background encompasses a wide range of senior executive roles with companies such as Procter & Gamble, J Walter Thompson, Spillers, The Pillsbury Company and the Shalke Corporation.

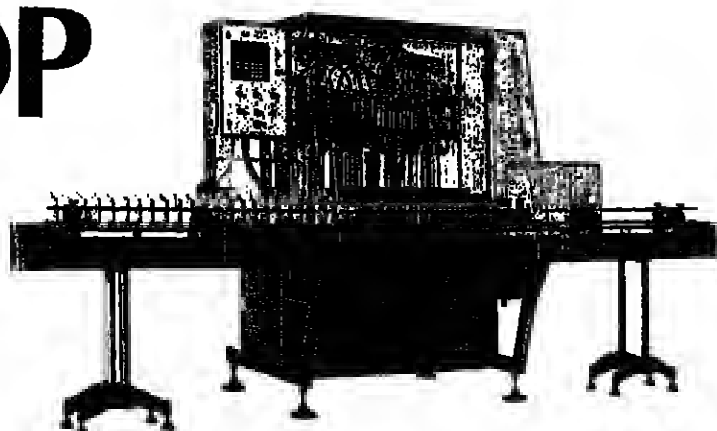
"Proactive with all sectors of the press"

This year's plans for the Federation - which he stresses is a member-driven organisation - include being more proactive with the 'quality' national, regional, vertical and packaging press as well as other publications such as *British Airways*, *High Life* magazine and *BR's Inter City* journal. The idea behind the regional press is to tie in stories with member companies in the area.

Asked what he felt the Federation had achieved in its first year, Mr Jensen says that, although initial targets were met, there is still a long way to go. "We have laid the groundwork but we need to take this message out further and develop it in a bigger way."

"We have carried our message to politicians and presented the media with comprehensive data and information but we have not yet got to the public." Plans for 1995 will include contact with consumer magazines. The Packaging Federation can be contacted at: *Synsby Lodge, Nottingham Road, Melton Mowbray, Leics LE13 0NU - tel: 0664 500055, fax: 64164.*

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Patrick Wright has been appointed a director on the board of Jefferson Smurfit Group plc. Mr Wright, who is chairman and chief executive of Smurfit Ireland & UK, joined the group in 1974.



Nick Ward

Jan Schutz has retired as chief executive officer of Grascby Goring Kerr Inc, the US metal detection company which he helped to found and develop. He is succeeded by Alfred

Frei, who was previously sales and marketing director for the company. Nick Ward has joined as director of marketing.

Angus Martin has joined Johnson & Jorgensen as financial controller at the company's Dartford head office, newly relocated to Crossways Business Park.

Andrew Cova, general group director of Sun Chemical Ltd, the inks and pigments manufacturer, has been promoted to Sun Chemical corporate vice president, in the USA. Mr Cova will continue to have responsibility for Sun Chemical's UK operations.

Paul Hance has been promoted to be director of design services at International pack design specialist Siebert/Head. Damon Evison is appointed technical manager on three-dimensional design projects.



John Rogers (left) with Mark Thompson during a training session

Mike Bradley of Printpack Europe has been appointed vice president elect of the Flexible Packaging Association. He will take over from David Beeby of LMG Smith Brothers, the current vice president in 1995/96 when Mr Beeby takes over the presidency from Barry Nazer of Brand Packaging.

Paul Lucas has been made a technical service representative to provide national support for BASF's Oil Inks division's sales team in all four product areas - carton, sheeted, heated and coldset.

John Ball has been appointed sales engineer by Cinex Ltd, a manufacturer of metal detection and checkweighing equipment to cover its East Midlands territory.

Peter Bullock has been made Northern area sales manager of Sortaweight, a manufacturer of weighing and checkweighing systems. Located on the Scottish borders he has responsibility for marketing all Sortaweight equipment in Scotland and the North.

Sylvie Bon has been promoted to business automation manager at Fasson Roll Division. She was previously service manager in the division's logistics department.

Paul Lambert has been appointed manager of film products at Sterling Coated Materials Ltd, supplier of silicone coated release liners.

Trevor Beckhurst has joined Jencu, the materials transfer, blending and drying engineer, as sales engineer for the Eastern and South East region.



Mike Oswald

John Porter has joined BPCC Numeric Arts, as manager of var operations with the objective of developing the company's support for its dealers, distributors and OEMs. Mike Oswald has joined as account manager systems.

Kevin Hallenbeck has been made international sales manager at CCI, the US image processing technology firm.

Brian Dillon has been made group purchasing manager for paper manufacturer Inveresk at Dunfermline. He was recently logistics manager of the group's Ready Drinks Division.

Generic designs help to counter visual violence



Refillable washing powder cans with a bear decoration introduced by Specialty Packaging Benelux

Inkjet nozzle sealing system stops splash

Solo 6 is the latest addition to Domino UK Ltd's range of continuous inkjet (cij) printers. Located inside a stainless steel cabinet with a durable membrane control panel the Solo 6

features a printhead design that incorporates nozzle sealing, temperature control and self-cleaning.

"The drop generator uses a unique nozzle sealing system to give stop and start performance and eliminate any splash and it uses thermal printhead technology to provide stable operation over a wide ambient temperature range," says John Traub Domino's product marketing manager (Bar Hill, Cambridge CB3 8TU - tel: 0954 782551, fax: 782874).

These features have resulted in the intervals between manual printhead cleaning

Name change is driven by design

Supermarket chain Gateway's recent decision to do away with the Gateway banner and plump for its own brand name of Somerfield across all its stores has largely been driven by the effect of design, Paul Day, design development controller at Gateway/Somerfield, tells *Packaging News*.

With effect from May 1 the Gateway Group will change its name to Somerfield Holdings Ltd. "It has been proven that people are much more confident about Somerfield. We

being extended resulting in less downtime. There is also no need for regular attention so it is practical for situations where the printhead is not easily accessible and daily or weekly cleaning may not be possible.

Large keys and a back lit liquid crystal display allows messages to be set up quickly and accurately. Menu-driven software has been structured to allow rapid access to frequently used functions.

Once the code has been defined, it can be stored, alphabetically or numerically with hundreds of thousands of others, for immediate use when required. Faults are also reported via the display panels.

For further information K3 136 Call for details 0839 772268

Benelux consumers have the choice of a refillable washing powder can with a bear decoration introduced by Specialty Packaging Benelux, a division of CarnaudMetalbox.

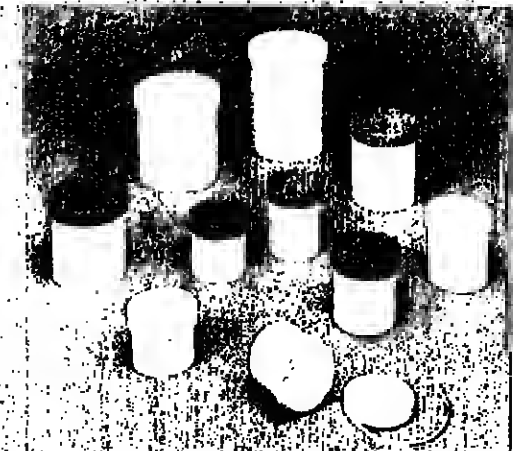
Similar cans are produced in the United Kingdom but do not include this design.

"The bear trend is something special compared to the visual violence of some of the well-known washing powder brands", says José de Vries marketing services manager at Specialty Packaging Benelux (UK contact: Rock Valley, Mansfield, Notts NG18 2EZ - tel: 0623 22651, fax: 653481).

Varnished on the inside for rust prevention, the content of a can varies from 2 to 3kg. It is available in 187 x 144mm width by 160 to 255mm in height.

A number of other print decorations are envisaged for the re-fill cans, which are already widely used in Europe.

For further information K3 135 Call for details 0839 772268



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Lca data used in the battle for milk

The incursion of polybottles into cartonboard's traditional two-pint milk carton market has provoked the Alliance of Beverage Cartons and the

show that paperboard cartons produce greater waterborne emissions, while hdp bottles produce more air emissions, consume more resources, par-

Packaging News

The use of polybottles for the packaging of 4 and 6 pints of milk has been growing steadily. A decision by some retailers to specify polybottles for the packing of 2 pint containers will double the number of polybottles in use, from an estimated 500 million a year to 1000 million, says the ABC/E (Tel: 091-232 0225). A number of supermarkets confirmed that they are undertaking trials on two-pint polybottles.

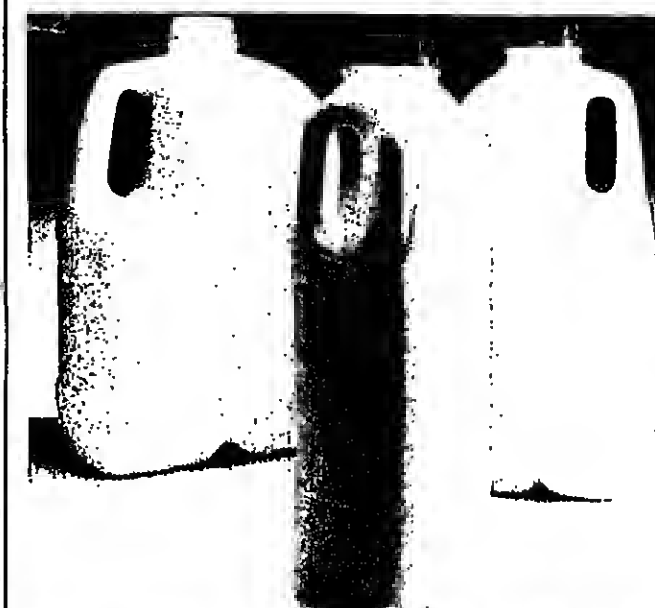
"The driver is economics", recognises Mr Spang. Allegations of discounting were made

by the ABC/E. "We have seen milk at less than 25 pence a pint in polybottles in comparison to 25 pence in a carton."

Nick Templeton-Ward, md of Pysa Conams' dairy & juice division, responds to the ABC/E report: "Sales from supermarket shelves demonstrate consumers like easy-to-pour, easy-to-refill, lightweight plastics milk containers. In my opinion all the report does is to highlight the vulnerability of two-pint carton manufacturers as they watch market shares being eroded by 2 pint plastics containers."

One supermarket spokesman says: "There is no advantage in polybottles over cartonboard or vice versa. However, people are converting because of the cost involved."

"It is much more likely to go that way," the spokesman admits. "However, we would stay in cartons for one and half pint quantities."



Two-pint polybottle: the preferred option on economic grounds?

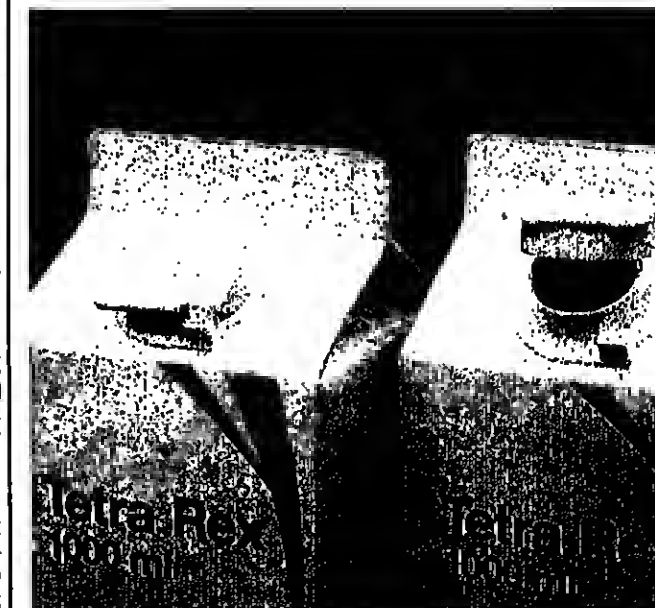
Environment (ABCE) to commission a life cycle analysis (lca) from Pira, the packaging industry research association.

Study objectives were to compare the relative potential environmental burdens of the three options for the packaging of two pints of milk in non-returnable containers: hdp bottles produced offsite and on-site and paperboard cartons.

Pira made no conclusions in their report, but findings

ticularly non-renewables and represent two and a half times volume in landfill. In terms of total resource use, the polybottle at 70kg is about 15 per cent more than paperboard at 93kg.

"There is no doubt that for the packing of two-pint quantities of milk, the paperboard carton has to be the preferred option vis-a-vis polybottles on environmental grounds," Victor Spang, sales and marketing director at Bower pkl, tells



Reusable carton: the preferred option on environmental grounds?

Entry-level labelling

Entry-level low-maintenance automatic labelling and overprinting machinery is available from RK Packaging in a modular format adaptable to specific product needs.

As exclusive UK agent for Danish manufacturer Inter-Pac, RK is now supplying its Mark 1000, 2000 and 3000 range of label applicators. Easy set up means that it is easier to get label accuracy correct, says Nigel Reynolds, director at RK (PO Box 22, Huntingdon,

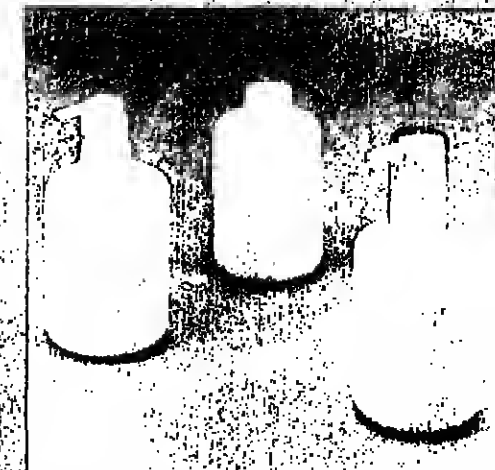
Cambs PE18 0PR - tel: 0832 710573, fax: 710577).

"It is an ideal piece of equipment for a smaller company moving into automated labelling for the first time," says Mr Reynolds.

RK, best known as a supplier of packs and materials, will also be representing Danish filling machine manufacturer Primodan Food Machinery AS in the UK.

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NEW TECHNOLOGY AND NEW MARKETS! 1956 1957

In June 1956 Packaging News began its third year of publication with a monthly circulation of 10,000 and a proud boast of handling nearly 500 readers' requests for further information each month. This trend continued throughout 1957 for the products covered, many of them firsts.

New in 1956 was a push-on, plastic cap for talcum powder which rotated to reveal holes, through which powder was dispensed. This innovation was explained in great detail and once the powder had been "shaken out", the tin was reclosed by "twisting the cap to mask the holes again."

The Metal Box Co Ltd had designed these closures for its range of standard talcum powder tins and assured readers that "although the closure is powder-tight, it does not fit so tightly that it is difficult to twist off".

Another first in this year was the advent of flip top cartons used for the then socially acceptable cigarette. It was reported that since the change to hinge-lid cartons from slide pack versions, sales of Marlboro cigarettes in the USA had risen by 5000 per cent.

To keep up with this demand, owner of the brand, Philip Morris was reported to have batteries of hinge-lid carton packers working round the clock at two plants. "Each machine requires one operator, who also fills the carton blank magazine, and a girl to keep the cigarette hopper filled." Obviously PN writers felt that readers would know the difference between an 'operator' and a 'girl'...

Sachets were also making their mark during this time with one of the brands using them for sampling purposes being OMO.

In May, we reported on the first Institute of Packaging conference which saw 200 delegates discuss important matters such as secretive practices and standardisation. The conference agreed that the £400 million reckoned to be spent on packaging by British

USE OF METAL FOILS GAVE AN ADDED APPEAL



WAXED CONTAINERS FOR CWS CUT MIXED PEEL, MADE BY THE SATONA DIVISION OF JOHN WADDINGTON LTD, HAD AN AFTER USE AS MODEL HOUSES FOR CHILDREN

industry each year would be reduced, or at least used with greater effect, if those at the top of user industries took it more seriously. The conference also agreed that the appointment of a full-time packaging executive might be the most valuable step a company could make towards greater efficiency and reduced cost.

Exports were also discussed with one delegate pleading that "all of us engaged in the

export trade, and in packaging, get far more together than we have ever done in the past." Sounds as if the conference social side was taking its toll...

There was also lots of development work on vacuum packs for bacon and cooked hams. The launch of grade FM-1 film from the Goodyear Tyre & Rubber Co (Great Britain) Ltd meant that irregular shaped products such as poultry, meat and fish could be contour wrapped, while press pork was being wrapped in "close-fitting" cellulose films from Viskase.

T. Wall & Sons (Meat Products) Ltd had gone one step further for its pressed pork which weighed between

AEROSOLS WERE USED FOR A WIDE RANGE OF PRODUCTS



8-10lb, by adopting a two colour printed film. This was applied after being soaked in water. This innovation apparently gave the cellulose film its elasticity.

Under the heading of marketing, PN reported on the new self-service stationery shop that had been opened in New Bond Street, London by a company called HJ Ryman Ltd. It was thought to be the first of its kind in Great Britain and Ryman's had had to invite stationery suppliers to the shop before opening to the public to try and persuade them to supply their products pre-packed.

"Packaging is the fellow-traveller of self service," said Packaging News. Ryman's believed that this method of selling was the answer to delays in service which occurred in peak purchasing hours.

NEW WAS A PUSH-ON, PLASTICS CAP FOR TALCUM POWDER, WHICH ROTATED TO REVEAL HOLES

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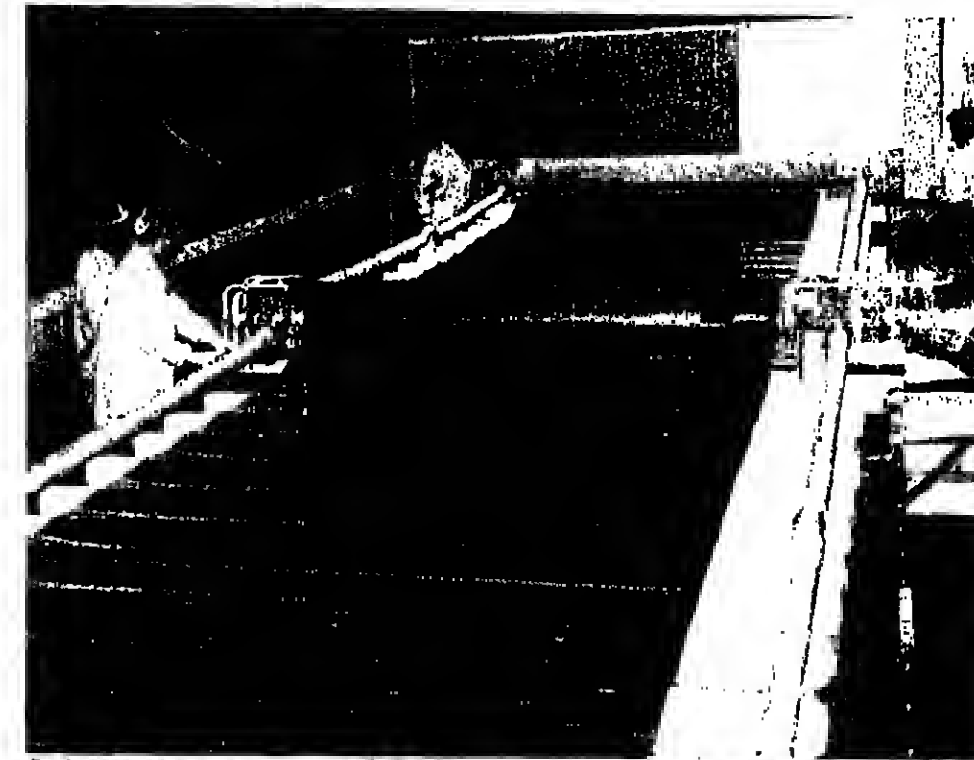
Thermal shields protect Hubble

One of the vital ingredients contributing to British Aerospace Space Systems Ltd's successful role in manufacturing replacement kit for the giant Hubble Space Telescope was a humble SP3 Impulse Sealing Press supplied by Ballinger Rawlings Ltd.

Although the public was regaled with stories about the mission to insert correcting optics to the telescope's misshapen lens, other plans to upgrade its capabilities included the provision of a new replacement set of solar arrays which are subject to degradation due to attack by uv light.

Unlike most other orbiting satellites, whose arrays remain fixed open once deployed, the arrays were designed to be capable of both extension and retraction in line with recoverable design of the whole spacecraft. Following the 1990 launch, the dynamic response of the system, coupled to some stick-slip of contacting components created tiny vibrations.

These 'jitters' were initially corrected through software measures but then 'Concertina-type protective thermal shields were produced for the metal tubes which hold the array taut. These comprised large numbers of aluminised FEP/Teflon discs welded together. British Aerospace felt the Joisten & Kettenbaum



Replacement Hubble solar arrays at British Aerospace with thermal tube shields sealed on the SP3

(J&K) SP3 sealing press was a suitable method of welding these vital parts.

Designed specifically for plastics fabrication work where dissimilar materials are involved, the SP3 proved ideal for the spacecraft manufacturer's purpose, says Ballinger Rawlings (Bulraw) House, Ebbw Vale, Hemel Hempstead - tel: 0442 217555, fax: 600911.

For further information K3 113 Call for details 0839 772268

King visits paper museum



His Majesty the King Carl-Gustaf of Sweden is just one of the latest visitors to the Proville Paper Mill Museum which shows how paper was made in the early part of this century. Pictured left, his Majesty is seen here being guided around the plant - the only one of its kind in Europe - by Sven-Goran Wonnert, information manager of Proville.

The Proville Paper Mill Museum comprises three restored buildings of the old Proville paper mill and has developed its display of machinery and ancillary equipment over the past seven years. It is now open to the public in the summer and further details are available from Mr Wonnert (tel: +46 681 37000, fax: +46 681 30001).

For further information K3 113 Call for details 0839 772268

Support for Thailand show

The Institute of Packaging and the PPMA have put their joint support behind a British group Pavilion at this May's ProPak Thailand 94 packaging and food processing show in Bangkok.

The group package is designed to make exhibiting at the 18-21 May show easy, and for a reduced rate of £3934, exhibitors get a fully fitted stand as well as flights and accommodation in Bangkok for two people. Exhibitors do not need to be members of either organisation to take up this offer.

The exhibition has now become the largest packaging and food processing event in Asia and we believe it represents an excellent showcase for British exporters, says Richard Hodgson of the show's UK office (11 Manchester Square, London W1M 5AB - tel: 071-486 1951, fax: 071-413 8230).

The World Packaging Organisation's Worldstar Packaging Awards ceremony will take place during the show.

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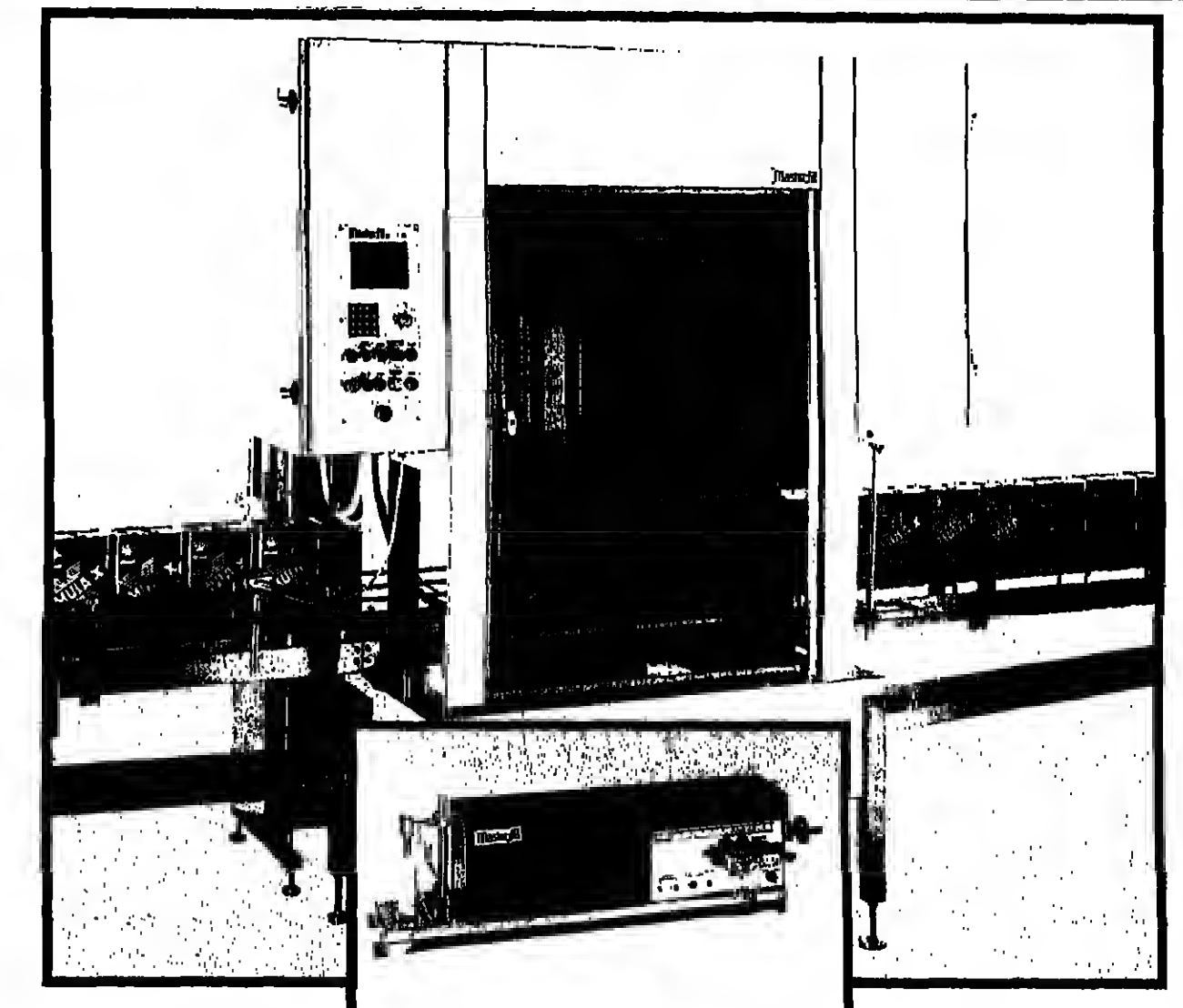
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BASF Aktiengesellschaft (Q81-908 3188) has acquired ICI plc's West European polypropylene business. Including plants in Wilton, Teeside, and Rozenburg in the Netherlands, the business has a yearly turnover of around £100 million. The value of the transaction represents between one and two per cent of ICI Group's net assets.

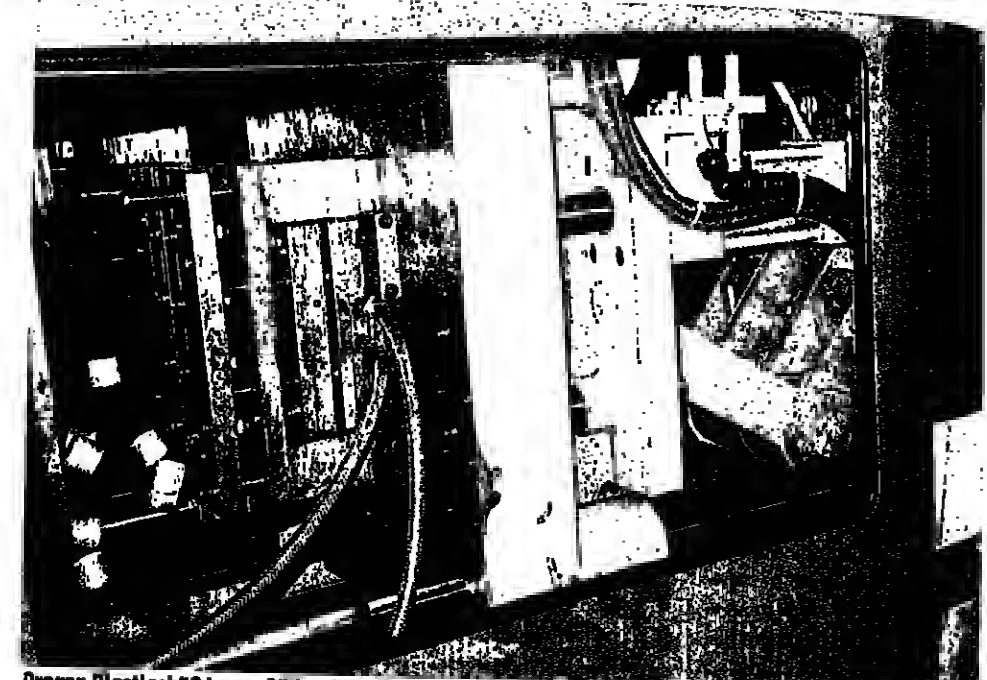
MY Holdings has added Insight Cartons to its list of acquisitions, which includes, in January, Doncaster Packaging. The deal, worth £21.25 million, brings the total cartons business in MY (0276 452288) up to similar levels of turnover as its existing corrugated and thermomolding industries. MY has also announced a placing and open share offer to raise £23 million.

Parkside International plc has made a share placing on the London Stock Exchange worth £12 million, capitalising the company at £32.8 million. A £2.2 million pre-tax profit is forecast by Parkside (0532 713963) for the year now ending. As part of an ongoing investment programme, the company recently installed a second Windmoller and Holscher 8-colour Starflex press at its Normanston plant.

FMC Corporation (D101 414 4044571) has expended its plastics bagmaking machinery business with the acquisition of Belgian company Printex, which manufactures a range of bottom seal, twineal and sideweld equipment.

Alusuisse-Lonza is launching a \$276 million rights issue to cover part of its takeover costs of Canadian packaging group Lawson Mardon. The takeover is likely to double the sales of its packaging division, says the Swiss company.

Akerlund & Reusing (A&R) and Europek are likely to be



Dragon Plastex 80 tonne injection moulding press with eight impression hot runner tool

merged, following a preliminary agreement by respective parent companies Store and Ahlstrom, which will each own 50 per cent of the newly-created company. Full ownership by Ahlstrom is expected within two years, says A&R (010 46 183000).

Printpack Europe Ltd has acquired the shares of UCB Packaging Ltd (Pakeel), including both the St. Helens and Gainsborough sites. The group now created has a turnover of almost £100 million, says Michael Bradley, md of Printpack Europe (061-764 5441).

The Bibby Group is to relaunch its paper, solence products and agricultural divisions as a separate company, investment in its UK specialty paper business has included a £1.2 million order for a flowbox and associated equipment at Henry Goeko Makin (06395 63363).

ChamCar (UK) Ltd has been created by Papierfabriken Cham-Tenore as its UK sales company following the acquisition of Cartiers di Carnignano. The company is a joint venture

between Cham-Tenore and its existing agent John Meyer Paper Ltd (0622 882277).

LR Healthprint Specialists is to join Boxmore International plc, which has facilities for printing cartons and labels in Northern Ireland, but not in mainland Britain. The directorship of LR (061-688 0827) will remain as it is.

Saverglass, represented in the UK by Johnson & Jorgensen (0322 291111), has opened its second glass furnace. Total investment at the company, which produces bottles for premium wines and spirits, amounted to £23 million.

Dragon Plastex has matched a 25 per cent annual growth over the last three years with over £1.5 million expenditure on capital equipment over the same period. The closure manufacturer (0443 841341) commissioned three injection moulding machines in 1993.

SIG Packaging Technology's Dohny division has announced the appointment of Sontex Ltd (0274 872299) as the North of England official distributor of

its range of bag sealing machines. Paladin GP Ltd (0506 880078) will represent the range in Scotland. Applications for the South of England are still being sought by Dubay (0332 626262).

Soag Machinery is to concentrate its activities on web press sales and case selling sheet-fed machines. Service and spare parts will be continued for existing installations, says Soag (0908 690468).

Battenfeld Blasformtechnik GmbH (0494 450841) holds a 48 per cent interest in W. Muller GmbH and plans to take over the company by 1995. Muller manufactures long-stroke blow-moulding machinery.

At Cambridge Ltd (0223 834420) is to focus its attention on leak detection and chromatography products, leaving Ion Track Instruments in the US to concentrate on security products.

Mead Corporation reports world sales in 1993 increasing to \$4.79 billion. Earnings in 1993 showed a 14 per cent growth on the 1992 figure.

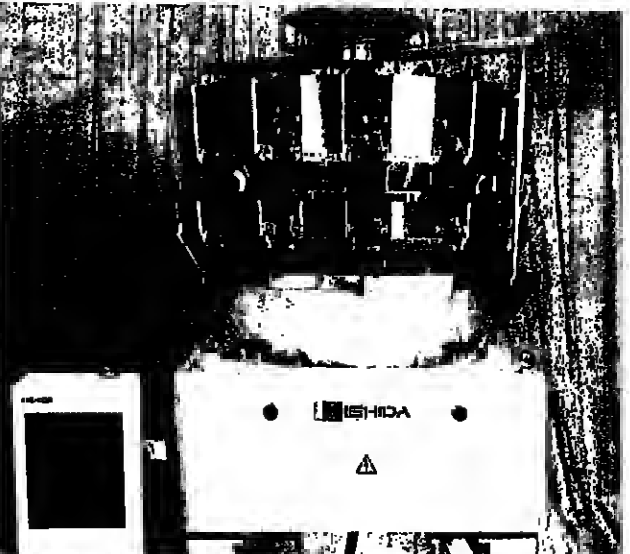
Multiheads enhanced

A range of multihead weigher models to be launched by Ishida Europe Ltd is said to have the most advanced specification of standard equipment and features available.

Development work on the range has concentrated on enhancements which are said to improve the performance of the weighers and reduce downtime by simplified maintenance and cleaning facilities, combined with user-friendly control systems.

An example of this is the icon-driven display which allows progression through the various information and operation screens via the touch of the appropriate key on the display screen.

On the maintenance side, all hoppers and radial feeder



The Ishida CCW.RZ.214: a compact 14-head weigher for tea lines

troughs are completely interchangeable for easy day-to-day maintenance. This is said to allow fast and easy reassembly after cleaning. Also developed is special software which

enables hopper doors to be held in the open position for easy cleaning.

The full range will be introduced throughout the year but already available are the CCW.RZ.214W-S/15 and CCW.19Z.219 models. The first is a compact, 14-head weigher aimed at fast, high volume lines in the snacks and confectionery industries.

Trials have shown it is capable of handling 30g packs of potato crisps at a consistent 100 weighings a minute, says the company (Crystal Drive, Smithwick, Warley, W Midlands B66 1RJ - tel: 021-541 1441, fax: 021-544 4659). The other model was first seen at last year's PPMA show but now includes two additional software features which allows this 10-head unit to perform to the same accuracies as the 14-head versions.

For further information, call 0839 772268

Machinery courses

A range of specialised and targeted packaging machinery courses have been put together by the PPMA and the Institute of Packaging, to cover a range of equipment in some depth.

An introduction to packaging machinery - designed for newcomers in the field to give a comprehensive overview - takes place on the first day - April 13 - at a cost of £110 +vat. The next morning, new developments in filling, closing and labelling machines will be covered (£55 +vat), while in the afternoon, new developments in end of line packaging machines will be featured

topic (£55 +vat).

Developments in form, fill and seal machines will be covered in the morning of the 15th (£55 +vat), while in the afternoon, developments in cartoning and wrapping machines will be outlined (£55 +vat).

Anyone wishing to attend all five modules, or just one section, can gain more information from the IOP (tel: 0664 500055) or from the PPMA (tel: 081-681 8226). All of the speakers will come from the PPMA member companies as well as its general secretary, Andrew Manly and its technical adviser, Martin Keay.

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Controlled carton handling

An intermittent motion cartoning machine available from French manufacturer Kalix offers controlled handling for premium perfume and cosmetics products packed in high quality cartons.

Positive opening of cartons, with the sides gripped by suction arms, means that friction - and hence scratching - on the outer surfaces is avoided. According to UK agent Swiftpack Automation, though the mechanism is not revolutionary, on the KPS machine Kalix has chosen to use it for a type of pack where other designers would not consider it necessary.

Transfer of the cartons is carried out not by comb grip-

pers, which can damage packs, but by flexible bands which hold them at top and bottom.

According to Kalix, this mechanism also means that recycled board packs can be handled.

Changes to pack dimensions can be carried out in less than eight minutes, says Kalix, using cranks linked to digital controls. The machine's compact format, just 1.2m length x 1m width x 1.25m height, is a major advantage.

"We already deal with the pharmaceutical industry extensively and will be taking the machine to them as well, on the basis that it is so much more compact than anything else available," says Peter



The custom-moulded bottles are enhanced by multi-colour self-adhesive labels, printed by letterpress

High-gloss bottles for sauces

Use of high-gloss multi-layer polypropylene bottles from RPC Containers Corby is being extended by HP to its Fruity and Barbecue Sauce ranges.

Originally introduced last year for the original HP Sauce, the custom-moulded bottles use different formulations for the body and outer surface, with a layer of evoh as barrier.

Sizes produced are 550g for the Fruity Sauce bottle and 350g for the Barbecue Sauce.

Introduction of these packs follows the success of the 850g HP bottle in the same material. Neck labels emphasise the 'squeezeable' bottle type.

Shelf impact derives from the combination of the high-gloss bottle and multi-colour self-adhesive labels printed letterpress, says the company.

HP is marketing its Fruity brand as an alternative to tomato ketchup. "Over 40 per cent of tomato ketchup is now packaged in plastic bot-

Aiding eps transit by compacting

By being able to provide both on-site compactors and centralised recycling capacity, Monoplas Industries is making collection and reprocessing of transit eps viable for all concerned.

Based near Halifax, plastics recycler Monoplas recognises the importance of collection and compacting, especially with a high volume product such as eps.

Investment in its compacting equipment - whether purchased or leased - is cost-effective, says the company, with equipment able to reduce up to 275kg an hour of material to square blocks, so allowing easy transit for reprocessing. Unlike other equipment available, the units are themselves compact.

The advantage for customers of Monoplas, says md Mike Lloyd, is that the costs associated with skip hire and landfill are avoided. These costs can be halved by using his own recycling route, he says.

One major area of production for the company is for Timbron wood substitute material. Compacted waste eps is reprocessed with colourants to allow a wood-grain effect when the granules that Mono-

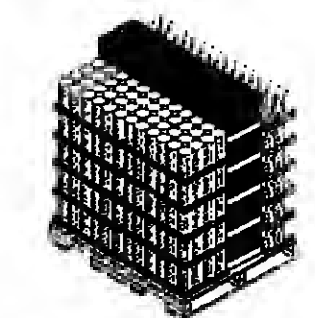
Planning pallet loading of mixed product

Display pallet loading of mixed product can be planned easily and efficiently using a software system from Cape Systems.

Display Pallet, the first module of Cape's Load Builder programme, is designed to cater for the warehouse club type of display. Product can be grouped vertically or horizontally on the pallet, and limitations such as the orientation and relative positions of different packs, maximum pallet weight and height can be built into individual load designs.

According to Cape marketing director Peter Ayling, the system is unparalleled in ease of use, quality of graphics and range of output formats. Input has come not only from the software company over the two years of development, but from large manufacturers with experience in this type of palletising.

The same pallet load can be viewed from different angles, and minor amendments to load configurations can be easily made. One feature of the

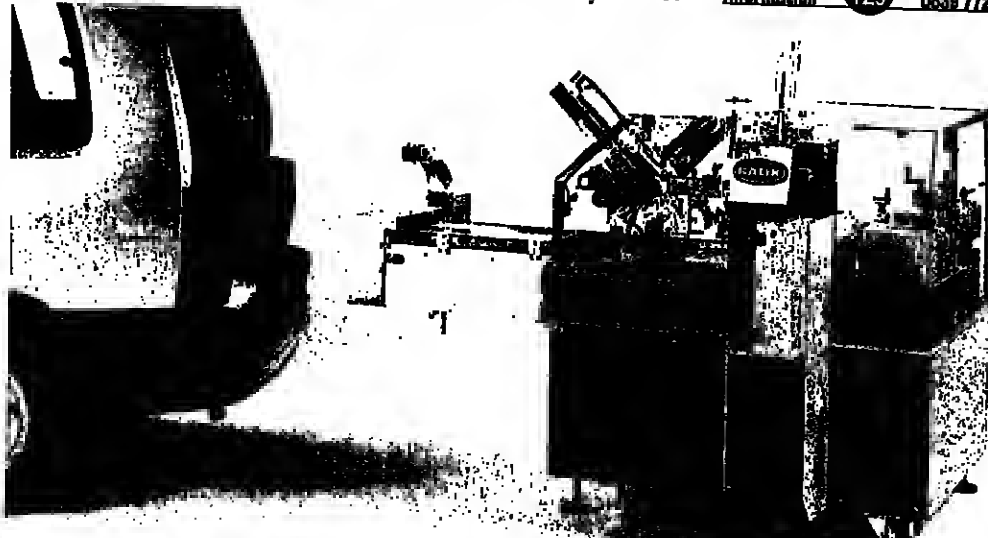


Display Pallet by Cape Systems

package is an ability to pinpoint the centre of gravity of the total load, and calculate the effect on balance of shifting given elements.

The system can generate 3D graphics to compare on screen, print out and hand on to the retailer. This ability to communicate display options accurately to retailers will be a great advantage to manufacturers and packers, says the company (40-41 St Olav's Court, City Business Centre, Lower Road, London - tel: 071-237 2444, fax: 071-237 3144).

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2-3 March
National Packaging Plus
Exhibition, Wembley, London. David Shepherd, AES Events Ltd, 10 High Street, Purley, Surrey CR8 2AA - tel: 081-668 9229, fax: 081-668 9239

8 March
Terraloc
Trade fair and congress for environmental engineering and environmental protection, Leipzig, Germany. Inlech Overseas Fairs Ltd, P O Box 142, Rochester, Kent ME3 7NR - tel: 0474 824092

8-10 March
Creative Packaging
Show, NEC, Birmingham. Reed Exhibition Companies (UK), Ortel House, 26 The Quadrant, Richmond, Surrey TW9 1OL - tel: 081-948 9800

8-10 March
Eastpack
Packaging exhibition, Philadelphia, USA. Reed Exhibition Companies, Ortel House, 26 The Quadrant, Richmond upon Thames, Surrey TW9 1OL - tel: 081-948 9900

8-10 March
Liquidex
Liquids handling, storage and processing exhibition, Harrogate, OMG Trinity, Times House, Station Approach, Rutlip, Middlesbrough HA4 8NB - tel: 0895 677677

8-12 March
Leipzig Packaging Fair
Trade fair with symposium on packaging and the environment, Inlech Overseas Fairs Ltd, P O Box 142, Rochester, Kent ME3 7NR - tel: 0474 824092

10-13 March
Isapack
International packaging exhibition, Tel Aviv, Israel. Israel Trade Fairs Center, PO Box 21075, 61210 Tel Aviv, Israel - tel: 972 3 646 2422

12-16 March
PPP Expo
Printing/Foodtech/Plaspack exhibitions, Guangzhou, China. Adsale Exhibition Services, 21/F, Tung Wai Commercial Building, 109-111 Gloucester Road, Wanchai, Hong Kong - tel: 852 511 0511

16-17 March
Packprint & Paper
Exhibition, Ho-Chi-Minh City, Vietnam. Glane International Group, PO Box 800349, D-5080 Cologne 80, Germany - tel: 49 221 61 24 18

14-18 March
Deva Recycle '94
Global forum and exposition, Congress Centre Oakes, Switzerland. Maack Business Services, Moosacherstrasse 14, CH-8804 AUZH Switzerland - tel: 01-781 30 40, fax: 01-781-15 69

15-18 March
Propech 94
Conference, 1 George Street, London. Sue Wallis, Propech 94 conference manager, Pira International - tel: 0372 378161

20-23 March
Foodex Meatech 94
Exhibition, NEC, Birmingham. The Organisers, Foodex Meatech Ltd, PO Box 106, Coventry CV7 9SA - tel: 0203 644200, fax: 0203 644911

22-24 March
Environmental Technology '94
Exhibition, National Exhibition Centre, Birmingham. Sara Binns, Reed Exhibitions, tel: 081-948 9940, or Adrian Wilkes at Environmental Policy Consultants, tel: 071-372 7122

22-24 March
Denish Packaging Fair '94
Trade fair, Odense, Denmark. Tage Christensen, project manager - tel: +45 66 15 55 35

22-25 March
Pira MIS exhibition
Exhibition of management information systems, Woburn Abbey, Beds. Melanie Phelan, exhibition co-ordinator, Pira International - tel: 0372 376161, fax: 377531

24-26 March
Ipac-ima
Exhibition of mechanical handling, packing, packaging and food processing machinery, Fiera Milano grounds, Italy. Segreteria Operativa, Ipac-ima srl, 62 Via C Ravizza, 1 20149 Milano MI - tel: (02) 481 43 25/85

5-6 April
Graphicex 94
Exhibition of graphic arts industries, Paris. SEPC, 1 Rue de Parc, F-92583 Levallois-Perret, Cedex - tel: +33 1 49 68 54 42

8-8 April
Packaging strategies
Conference, Swissotel Conference Center, Atlanta, USA. Packaging Strategies, 122 South Church Street, West Chester, PA 19382, USA - tel: 215 436 4220

12-14 April
Solidex 94
Solids handling exhibition, Harrogate. David Tinsley, exhibition manager, OMG Trinity Ltd, Times House, Station Approach, Rutlip, Middlesbrough HA4 8NB - tel: 0895 677677

12-15 April
ProPak Asia: Food Processing & Packaging
Exhibition, Singapore. Singapore Exhibition Services, 11 Onoby Chaut, 15-09 Cathay Building, Singapore - tel: 65 338 4747

12-15 April
ProPak Asia 94
International food processing and packaging exhibition and conference, Singapore. Andy Montgomery Ltd, 11 Manchester Square, London W1M 5AB - tel: 071-486 1951, fax: 071 486 8773

12-16 April
Upakove
Packaging exhibition, Nizhny Novgorod, Russian Federation - tel: 8312 441 883

13-14 April
South West Packaging Plus
Exhibition, Forte Crest Hotel, Bristol. David Shepherd, marketing co-ordinator, AES Events Ltd, 10 High Street, Purley, Surrey CR8 2AA - tel: 081-668 9229

13-17 April
Peck 94
Exhibition, Istanbul. Toyap Fats and Exhibitions Organisation, Gazelciiler Mah, Saglam Fikir Sok. No. 19, 80300 Esentepe-Istanbul - tel: 90 1 267 67 04

18-21 April
TRI-PEX '94 Plastics & Rubber
Exhibition, Expo Centre, Sharjah, United Arab Emirates. TRI-PEX '94 Plastics & Rubber Exhibition, P O Box 923, Crownhill, Milton Keynes MK8 0AY - tel: 0908 561444

19-21 April
Flex Expo
Flexible packaging exhibition, Dallas Convention Center, Texas, USA. National Stenheim Expositions, Fort Lee Executive Park, One Executive Drive, Fort Lee, New Jersey 07024, USA - tel: 1 800 829 3976

20-21 April
Handling and Storage
Exhibition, Harrogate. OMG Trinity, Times House, Station Approach, Rutlip, Middlesbrough HA4 8NB - tel: 0895 677677

20-24 April
Chubu Pack
Packaging and food machinery, packaging materials and equipment show, Nagoya, Japan. Central Japan Packaging and Machinery Builder Association, 2-4-10 Kamajima, Nakamura-Ku, Nagoya 453, Japan - tel: 81 52 452 3162

25-26 April
Interflex USA
Exhibition, New York - tel: 1 708 390 2420

26-28 April
IPP
International exhibition of machinery and materials for package processing and production, Seoul, Korea. Reed Exhibition Co - tel: 081-948 9900

27-28 April
Scottish Packaging Plus
Show, the Glasgow Marriott Hotel, Anderson, Glasgow. David Shepherd, marketing co-ordinator, AES Events Ltd, 10 High Street, Purley, Surrey CR8 2AA - tel: 081-668 9229

30-4 April/May
National International Solo Travel Association conference
Conference, Las Vegas. NISTA headquarters - tel: 312 645 0083

2-6 May
Macropack
Exhibition, the Utrecht, Jaarbeurs. The Organisers, PO Box 6500, 3503 RM Utrecht, Holland - tel: +31 30 955911

2-6 May
Almasq
International trade exhibition for food processing and packaging machinery, Sao Paulo, Brazil. Alcantara Machado Farias E Promocoes, Rua Brasilia Machado 60, Cep-01230 Sao Paulo, Brazil - tel: 55 11 836 9111

3-7 May
Propech (Eurotech)
International packaging exhibition, Brussels. Foire Internationale De Bruxelles, Parc Des Expositions, Place De Belgique, Bruxelles 8-1020, Belgium - tel: 32 2 477 0477

10-12 May
Control and instrumentation exhibition '94
Exhibition, the National Exhibition Centre, Birmingham. Stephen Ward, Enterprise Public Relations, 165 Kensington High Street, London W8 6SH - tel: 071-938 2319

10-13 May
AgroBelt
International trade fair for the agricultural, food and packaging industries, Vilnius, Lithuania. IFW Heidelberg, Landriedstr. 1 A, D-69117 Heidelberg - tel: 49 6221 16 70 43

10-13 May
Tecnopack
International packaging exhibition, Madrid, Roma, Parque Ferial Juan Carlos I, Apdo De Correos 67067, Madrid E-28080 - tel: 34 1 722 5000

11-14 May
Auto-ID
International automatic identification and barcode technology and equipment exhibition, Hong Kong. Business and Industrial Trade Fairs, 18/F First Pacific Bank Center, 51 Gloucester Road, Wanchai, Hong Kong - tel: 852 965 2633

16-21 May
Prinl Expo
Trade fair, Beijing or Shanghai. Nowea International, Ms Ute Windhausen, Postfach 10 10 06, 40001 Düsseldorf - tel: +49 211/4560-720

17-18 May
Northprint '94
Graphic arts event, Harrogate Exhibition Centre, Katrina Rowbury, Reed Exhibition Companies - tel: 081-948 9800, fax: 081-948 9877

18-18 May
Asia-Pacific Coatings Show
Exhibition of chemical raw materials used in the manufacture of paints, printing inks and adhesives, the Hong Kong Convention and Exhibition Centre, Hong Kong. Jane Malcolm-Coa, 2 Queensway, Radhill - tel: 0737 766611

DIARY

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25-31 May 1994
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Tel: 071-794 0166

20-26 June 1994
Corrugated 94
Tel: 081-948 9800, fax: 081-948 9877

20-23 September 1994
Convertex 1994
Tel: 081-948 9800, fax: 081-948 9877

27-29 September 1994
PPMA Show
Tel: 081-681 8226

14-18 November 1994
Embellega
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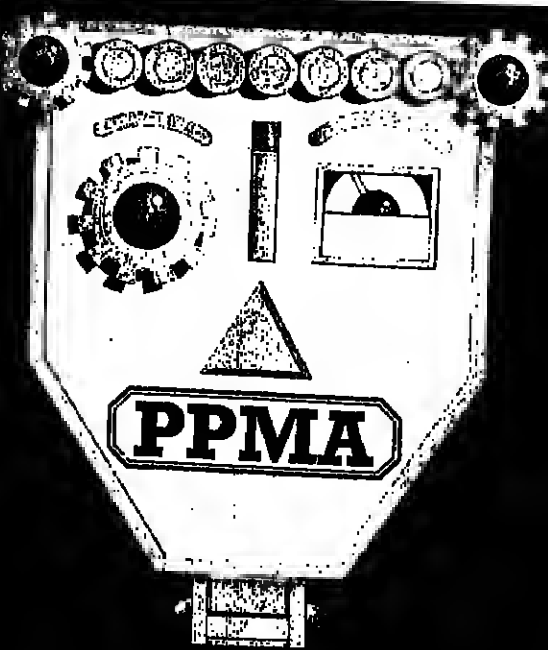
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Italian machines in high demand

Last year for the first time, each of Italy's three major competitors in the packaging machinery sector - the USA, Germany and Japan - each imported a greater value of Italian machinery than they exported of their own to Italy.

Guido Corbella, the director of UCIMA (the Italian association of automatic packaging machinery manufacturers), stresses this 'first' as the most significant indicator, internationally, for the machinery sector.

The background to this expansion is a record proportion of machinery sales going to export, with this figure likely to stand at 75 per cent of production by the end of the year.

Other data speaks for itself. Revenue from packaging machine sales in Italy rose 10 per cent year on year between 1992 and '93. Export is especially healthy, largely because

of the exchange rate on the lira. But Dr Corbella points out that only a sector having, as his own machinery industry does, an edge in technical innovation can benefit from the more general situation.

Since prospects for the depressed domestic market remain poor, companies with already

well-developed links abroad depend on export even more. Nor is this success limited to trade partners in the developed world: Italy was one of the first countries to put effort into machinery exports to mainland China. Central and South America also include some rapidly growing markets. And while the EU market is almost saturated, demand grows in the developing world.

Traditionally linked to the domestic food industries, especially in the Emilia Romagna



Proud materials record

Just as halls at Ipack Ima are being devoted to food processing machinery, sections will concentrate on materials and packs. Quite apart from the clear and close link between this area and packaging machinery, Italy can be just as proud of its track record in materials and their application in pack design as in the widely recognised area of technology.

Italian companies have been quick to respond to the growth in Europe-wide links, as witnessed by the cooperation between British company Aquasol (0277 301352), German thermoformer Kramer & Grebe and Italian film converter Alcam on water soluble packaging.

Similarly, flexible packaging converter Safta (010 39 523 5981) has been working with Zeneca's biodegradable product Biopol. This again reflects a sensitivity to the demands in particular of the German consumer, and makes the company the first to invest in the product to the degree where it is now in a position to produce Biopol film on an industrial scale.

For glass manufacturer Bormioli Rocco, the story is a positive one. Increasingly the company has found itself serving multinational companies, and needing to internationalise production to compete. Bormioli's answer was to combine its activities with the French BSN Group with its production capacity at Masnières, says Bob Broomfield of Bormioli Rocco (UK) (0895 272115).

As with other European countries, interaction between the UK and Italy with regard to packs and products can weave quite complex patterns. The London office of Italian/British designer Minalte. Tattersfield & Partners Ltd was responsible for the graphics on film around Motta cakes for the Italian market.

Converting and packing is carried out in Italy but, says the designer (081-948 7999), Motta is currently considering distribution in the UK.

Contact Ipack Ima on 010 39 2 4814325, fax: 48008199, for exhibition information.

Held March 24-29 at the Milan Fair Grounds, the Ipack Ima Exhibition brings together the best packaging and food processing machinery, packs and materials, including complete lines. Paul Gandar examines the contribution of Italian machines and materials to the market and previews some of the principal exhibits.

area around Bologna, the packaging machinery industry has increasingly sought specialisation in other areas, notably tobacco and pharmaceuticals.

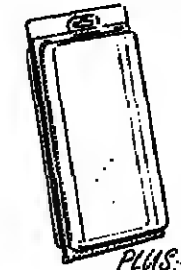
Automation in tobacco and a healthy pharmaceutical industry, at least abroad, have bolstered sales. But the food industry has remained the backbone of the sector, and has helped insulate it against recession.

An exhibition that recently opened in Bologna traces the history of the sector in and around the city. Though the

Milanese may not necessarily agree, the story for Bologna mirrors and explains the machinery story for Italy as a whole.

Vittorio Cappacchi of the University of Bologna identifies several reasons behind the development of packaging technology in the area. He uses the phrase "flexible specialisation": this once meant exclusively the production of machines suited to specific customer needs, but now increasingly involves flexibility within standard pieces of equipment.

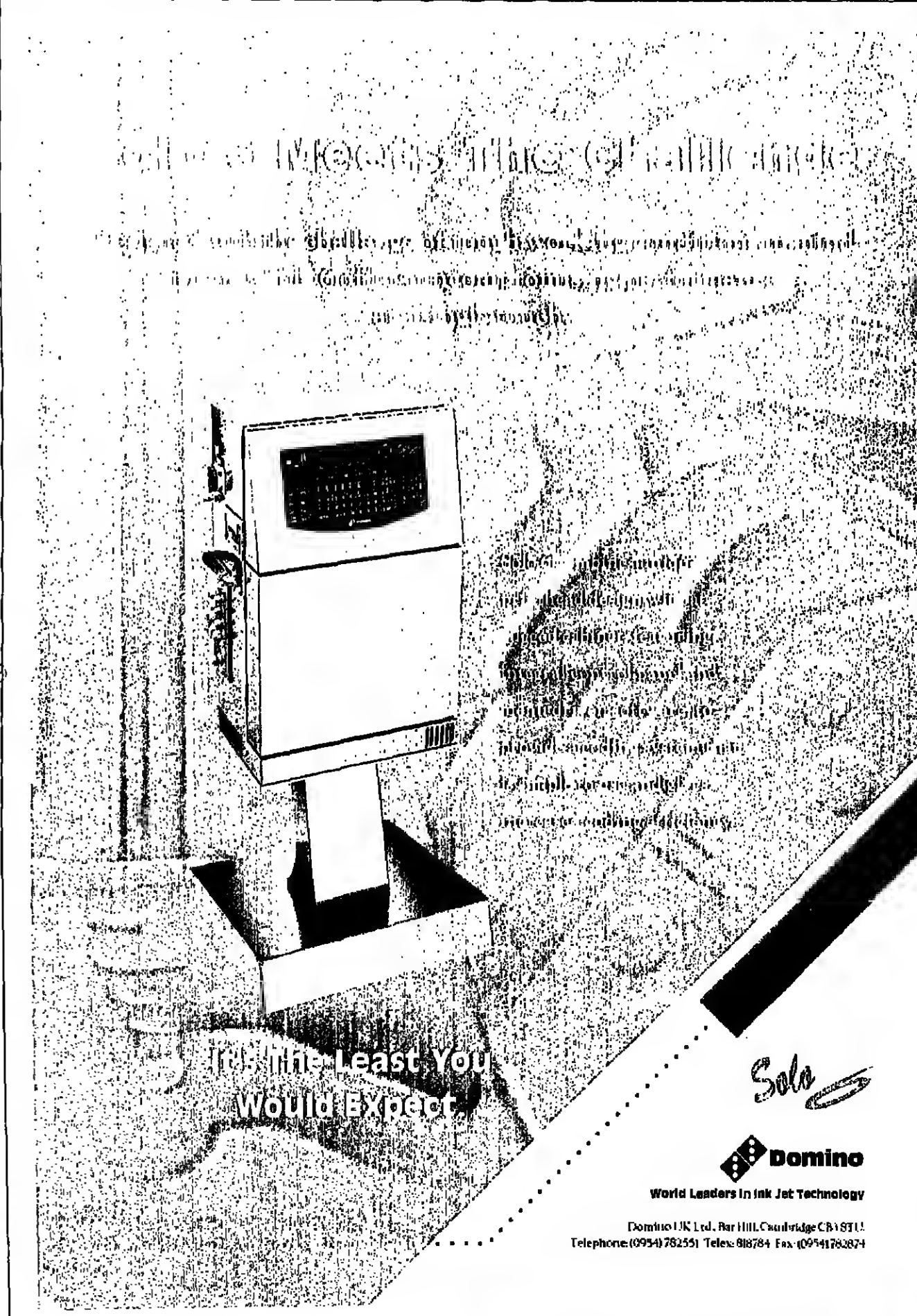
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Soap wrapping in style

Helping to clean up Italy's international image on the Aema GD stand will be a high speed soap wrapper, while the Corniani division of the company will show its RCCA filling/capping system.

Oval or rectangular tablets can be wrapped in the double-point end fold style Aema's 771 machine. Single or double materials can be taken from the reel to wrap soap arriving from a dual infeed at speeds of up to 500 a minute.

Maintenance needs are

minimal, says Aema, and the whole soap line can be monitored by a single operator. When changes or maintenance are necessary, accessibility is said to be good. Another advantage is the low noise level of the machine.

Size changeover is fast and easy, but the system can also be equipped with automatic positioning and timing adjustment, which allows complete changes in 15 minutes. Up to 10 soap bar sizes can be stored in the product memory.

Aema and Corniani are represented in the UK by GD Automatic Machinery (Vauxhall Road, Maidenhead, Berks SL6 4UB - tel: 0628 771959, fax: 770907). Stand: B62, Hall: 17

For further information K3 103 Call for details 0839 772268



Aema's Corniani division RCCA hygienic filling/capping system

ITALY

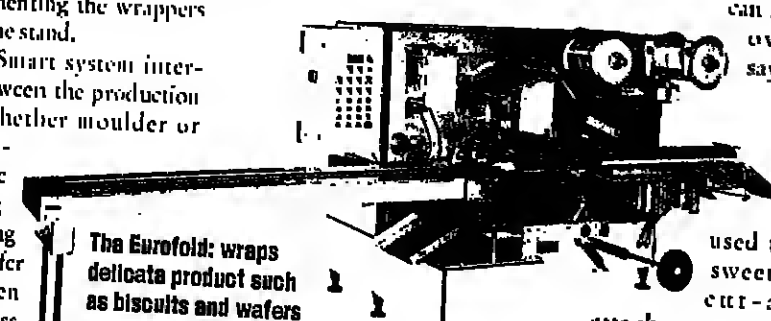
Brushless motors move product gently

Feeding systems shown by Euroscima will include the Smart Distribution system, complementing the wrappers also on the stand.

The Smart system interfaces between the production unit - whether moulder or enrober - and the wrapping and packing line. Transfer belts driven by brushless motors move product without damaging it. Control is via a touch screen, and simplex or duplex versions are available.

Among the wrappers to be

shown will be the Eurofold, which wraps product such as



The Eurofold: wraps delicate product such as biscuits and wafers

biscuits or wafers on-edge. Pack size range on the 200W machine for wafers is from 100 x 30 x 15mm up to 260 x 100 x 30mm. Top speed is 120 packs a minute.

Euroscima's Euro 85

machine has been redesigned to wrap a much wider product range, says the company (Via M Buonarroti 6, 20090 Segrate (Milan), Italy - tel: 010 392 2137241, fax: 2137868).

As a primary wrapper, the Euro 85 can be fed directly by a system such as Smart, or it can function as an overwrapper, says the company.

With a disc feeder, the machine can be used to wrap hard sweets or with a cut-and-wrap attachment, to wrap toffees and gums, at speeds up to 1200 pieces a minute.

Horizontal pillow packing is achieved by the Euro 75 for small and medium size product. Stand: D48, Hall: 17

For further information K3 101 Call for details 0839 772268

Servo-motor multihead is suitable for ffs link

A servo-motor version of its MTS multihead weigher will be shown for the first time by Simonato, working in combination with inclined ffs machines for delicate product and a packing line for short pasta.

MTS multiheads are available in 8, 12 and 16-head versions with a maximum speed of 130 weighments a minute. Operation of the systems has, up to now, been through a pneumatic system.

According to Simonato, the MTS is ideally suited for linking above its HS6 ffs machine, which can be supplied in the standard vertical model or inclined for fragile product. The HS6 is fully computer controlled.

Also fed from a Simonato multihead weigher on the stand will be a machine packing sweets into block-bottom bags.

Most important is the company's ability to provide a whole line from infeed and weighing to bagging, says Noel Kelly of Simonato's UK agent Norem (Millshaw Park Avenue, Leeds - tel: 0532 779504, fax: 760557).

"Vibrating and belt units available"

Feeling systems available from the company include auger, vibrating and belt units. Weighing systems span volumetric cup dosing and auger dosing in combination with checkweighing and automatic dose adjustment. There are also linear electronic weighers.

Stand: C48, Hall: 17
For further information K3 102 Call for details 0839 772268

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PACKAGING NEWS/MARCH 1994

ITALY

27

Wrapper line-up

Equipment from the Aetna group will include Dimac's latest shrink wrap system, the Helix pallet wrapper, Legopac strapping machines and Robopac turntable pallet stretchwrappers.

Twin version installations of Dimac's high speed single roll out and wrap shrinkwrapping system have been running at speeds up to 140 packs a minute. The model shown is a complete upgrade, and shares the simplicity and reliability of the previous systems.

What Robopac Sistemi claims is one of the most effective power pre-stretch facilities available in Europe is a central feature of its Helix H15/40 rotary arm pallet stretch machine. The system maximises pallet stability while economising on film,

according to the company. Also demonstrated will be the latest in its range of fully automatic turntable systems, the Rotoplat 2000 A.

Robopac SA will show its own range of stretchwrapping equipment. Apart from a new company livery, features have been added to many units, which include turntable models and the Robot.

Companies in the group are represented by Aetna UK (Greensbury Farm, Bolnisi, Bedford MK44 2ET - tel: 0234 376744, fax: 376787).

Other exhibits in Milan will include the Spiror horizontal wrapper, Robopac case tapers, Legopac strapping machines and Cones sick filler.

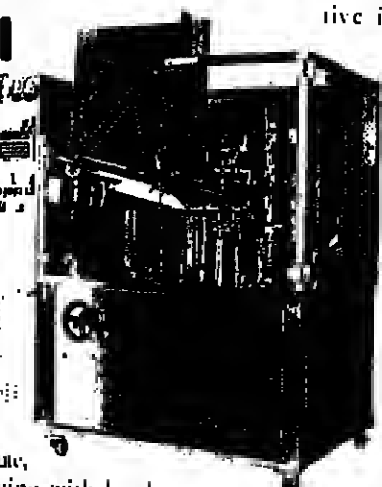
Stand: F69, Hall: 17

For further information K3 105 Call for details 0839 772268

High speed tube filler is robust and reliable

A high speed tube filling unit will be presented for the first time by

Unipac, whose UK representative is Stamford Packaging (based at 42 Gushway, Ryhall Industrial Estate, Stamford, Lincs PE9 1XT - tel: 0780 481990, or fax: 481941). Cost is realistic, says Unipac.



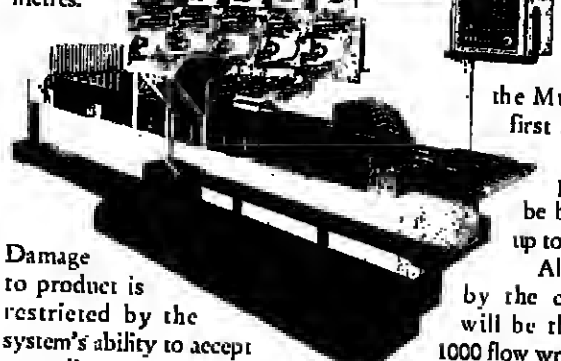
Stand: C02, Hall: 16

Major advantages of the system are its robust design

For further information K3 106 Call for details 0839 772268

Five-lane flow wrapper

One of the first production models of its Multimach five-lane flow wrapper will dominate the Otem stand. With each lane operating at 200 packs a minute, a total output of 1000 packs a minute are wrapped in an area of just 14sq metres.



Damage to product is restricted by the system's ability to accept countlines or choc-ices, for example, straight from the oven, enrober or freezer without these being channelled into a single lane, as is necessary with other machines.

Reduced line speeds mean less mechanical wear, says UK agent Norem Packaging Technology (Millshaw Park Avenue, Leeds LS11 0LR - tel: 0532 79504, fax: 760557).

Versions of the Multimach, first shown at inter-

pack, can be built with up to 10 lanes. Also shown by the company will be the Mach 1000 flow wrapper. Its computer-controlled servo motor can achieve speeds of up to 1000 wraps a minute.

Stand: E57, Hall: 17
For further information K3 104 Call for details 0839 772268

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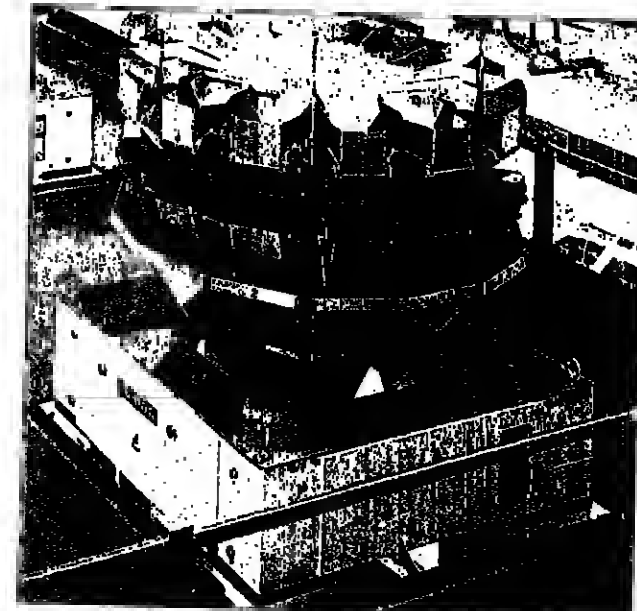
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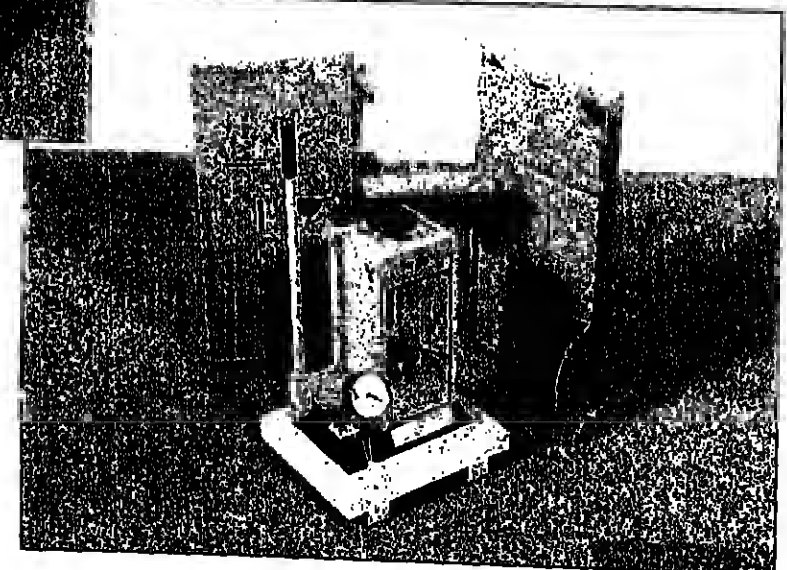
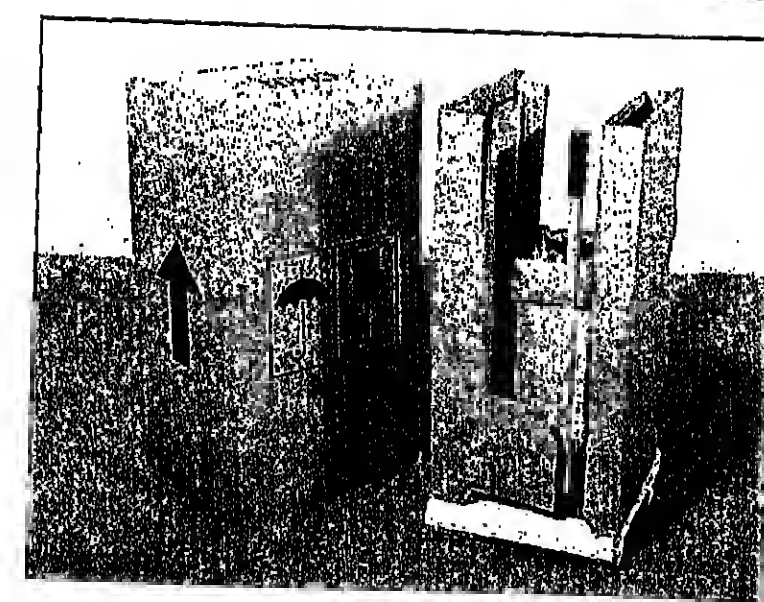


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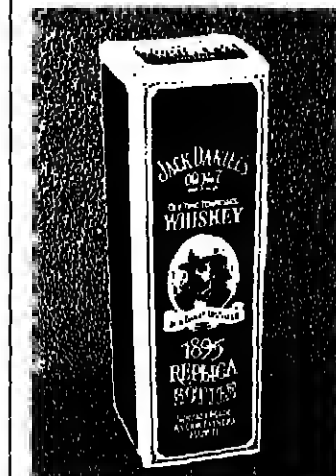


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WORLDSTARS

Lawson Mardon scoops record award total



E-tute front-opening carton for Jack Daniel's whiskey by William Thyne, LMG's Edinburgh-based carton and box company



(above) LMG Decorated Containers won awards for three products, including a range of 12 Zodiac Star Sign tins for Churchills Confectionery; (right) Huggy Bears pack produced for Burton's Biscuits and Luxury Muesli pack for St Michael by LMG Smith Brothers



More 1993 Worldstar awards were won by the Lawson Mardon Group than by the combined totals of German and Japanese winners. Its 11 winning packs account for ten per cent of the total awarded by the World Packaging Organisation (WPO), which will hold the presentation ceremony during ProPak Thailand in May.

But the UK in general continued its outstanding performance in the Worldstars, with 18 per cent of awards in a competition taking in 24 countries.

There were two awards for

LMG Smith Brothers (0946 693121) for bags supplied to Burton's Biscuits and Cheshire Wholefoods for St Michael.

The Huggy Bears holographic pack produced for Burton's uses diffraction metallised two-dimensional/three-dimensional images and scatter print holograms with primary and secondary webs both in register. Reverse gravure printing was used in six colours on opp, with good light, moisture

and odour barriers, says LMG.

The Luxury Muesli pack for St Michael is said to bring out the advantages of combining process and line flexo printing. Photopolymer plates were produced in-house for more accurate reproduction.

LMG Decorated Containers won awards for three products, including a range of 12 Zodiac Star Sign tins for Churchills Confectionery. Cad/can equipment, multilayer

embossing and six colour decoration were used by the company (0623 512012) in producing the pack.

Decorated Containers' other wins were a range of soap tins and a set of hexagonal tea caddies. Woods of Windsor wanted a pack to make its soaps stand out: LMG commissioned new tooling for a domed-lid tin, which had the further advantage that the design kept the product from

moving around in the pack and being damaged. The built-up tea tins were supplied to R. Twining & Co and show a series of London landmarks.

Another win in metals was for the Marlite 250g petfood tray manufactured by Lawson Mardon Can. Lightness is achieved by the use of 0.125mm tinplate with a film of heat sealable white pp on the inside and gold lacquer on the outside. The forming process

involves just one operation. By using steel rather than aluminium on the petfood pack, greater strength is possible than with the aluminium equivalent. Steel's magnetic qualities can help as much in handling for the filling process as in separation from the waste stream after use, says the company (0623 512012).

William Thyne, LMG's Edinburgh-based carton and box company (031-453 5544),

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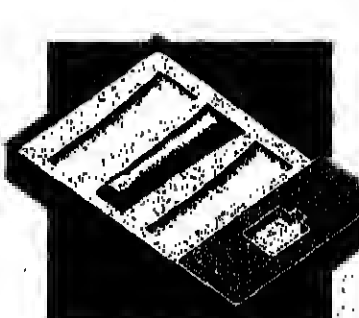
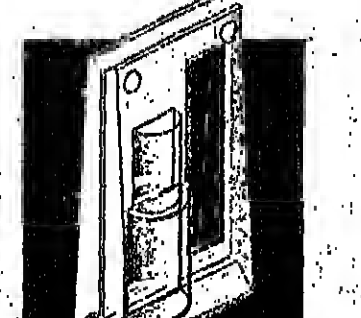

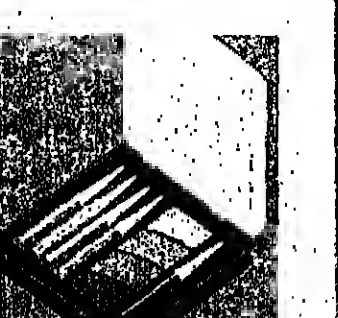
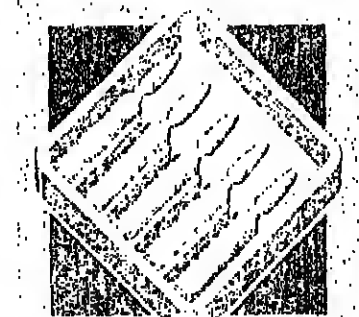

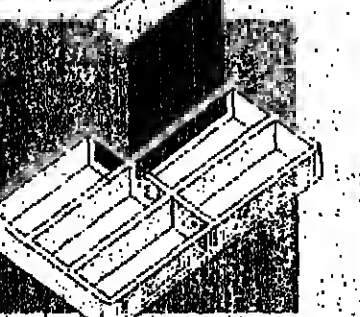
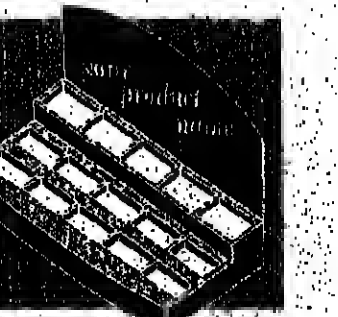

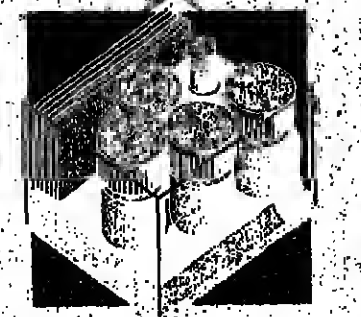
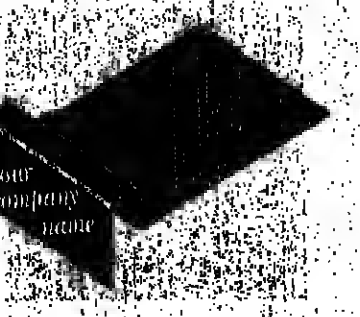

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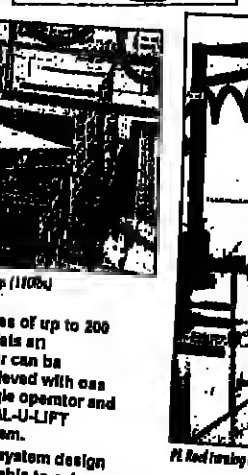


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responded to Jack Daniel's requirement of a strong, but eye-catching pack for its Old Time Tennessee Whiskey with an E-flute front-opening carton.

Printed in five colours plus uv varnish, the box uses silver polyester lamination for an embossed effect on the main images. The 'door' box front is double thickness with a locking tab.

On the moulded plastics side, LMG Fibrenyle took an award for the Boots Soltan container, which was the first extrusion blowmoulded pet container to be commercially available in the UK. This process overcomes the relatively poor melt strength of the material.

Lead times and costs for tooling are substantially lower than for injection stretch blowmoulded pet containers, says Fibrenyle (0502 713700). The same company was recognised for its 1.5 litre pet syphon for Coca Cola Schweppes Beverages. This consists of a custom-moulded trigger with valve and a sleeved bottle with base cap.

Paint cans produced in 5 and 2.5 litre sizes won an award for the Industrial Containers division of LMG Plastics (0623 512012). The injection-moulded containers are exclusive to ICI for its Dulux Pure Brilliant White and Bright paints. Ease of use for the consumer, suitability for transit, resistance to acci-

dental spillage and good automatic handling were all part of the brief.

UK winners in carton-board packaging included BPC Taylors (0628 23311), which will be receiving its tenth award in nine years for a gift pack produced for St Michael and containing a selection of toiletries in the retailer's Magnolia range. The crash lock carton uses complex folding to resemble a woman's handbag.



Design by Graphic Partners for Allied Distillers Laphroig whisky



BPC Taylors gift pack produced for St Michael: the crash lock carton is folded to resemble a handbag

Gold bronze powder, textured grainings and a gloss varnish are used to striking effect on the pack, which has been used by Marks & Spencer in different sizes.

Cartons for Moy Park Stir Fry were produced by Canon-master (0260 297000) using the company's primographic process on a narrow web 406mm press. The five-colour uv lacquered carton was die cut in line, in a process which also suits pharmaceutical carton production. The pack and the technology behind it have already been recognised by an EFTA award.

Integration of the various pack elements for Allied Distillers' 15 year old Laphroig single malt whisky was key to the design from Graphic Partners (031-557 3558). Green in the bottle is picked up in the presentation gift carton, a neck booklet of tasting notes and the capsule of the bottle. These contrast with the simple white

of the bottle label, the patch on the carton and the inner product brochure.

Corrugated board for pos was produced by Encase Ltd for a combined Nescafé Gold Blend/After Eight promotion pack. The design for Nestlé aimed to achieve maximum impact without occupying excessive shelf space, says the company (0295 250971).

"Protective sleeve"

B-flute is used with six-colour plus uv varnish pre-printing. An acetate sleeve gives extra protection to the products inside the single-piece carton.

The transit needs of high value scientific instruments were met by Tri-Wall fabricator Tri-Corr Containers, winning an award in the process. Graseley Specac requested a redesign of the transit pack for a small 50kg instrument



Bi-can, CarnaudMetalbox Aerosols' bag-in-can system, won the company an award for the Gillette Series shaving gel pack. The system encloses product -

mounted directly onto a wooden pallet.

Key to the design is the internal one-piece die-cut fitting which fits inside the pallet top, leaves spaces for protection and gives a rectangular shape for the outer case to slide over. Savings of 10 per cent have been made on pack size, with moulded eps being eliminated, and packing time has improved by 15 per cent, says Tri-Wall (0600 772222).

Three awards went to SCA Packaging (0895 445533) for corrugated fibreboard packs, bringing to 16 the total of Worldstars won in the nine years of the scheme's existence.

A transit/display case for Canon Audio corner loudspeakers combines two triangular section inners and a printed outer for distribution. Space is optimised for transit, allowing ten to be grouped inside one multipack.

"Flat folding advantages"

On a larger scale, SCA won recognition for its Ecobox returnable bulk container. With a timber base unit, cross-ply, triple-wall board sleeve and moulded handle lid, the Ecobox offers strength for loaded transit with the advantages of flat folding within its own lid for storage and empty transit.

SCA's third award was for a one-piece heavy duty corrugated reusable transit pack for Unipart International. By adopting this system, Unipart is said to have overcome problems associated with order volume and storage of its transmission units. Cost savings have resulted for the company.

The wooden crates used previously were required in three different sizes, while the SCA pack can be used for any one of the transmission units. Since they are delivered flat, the corrugated cases also take up less space.

Bi-can, CarnaudMetalbox Aerosols' bag-in-can system, won the company (0623 555555) an award for the Gillette Series shaving gel pack. The system encloses product -

especially of the viscous, foaming variety - inside a nylon bag, with propellant held between this and the can walls.

"Domed tinplate can"

For Gillette, the can is 7-colour offset litho printed with silver and blue graphics. The dome of the tinplate can is made from the metal polymer laminate Ferrolite.

Having won the Packaging Innovator of the Year title, the Rapidapak system for suspending delicate products in polyurethane film inside a cardboard box has gone on to take a Worldstar.

Ideal for protecting goods in transit, the system sandwiches items between two windows of Wolf Walsrode high memory film. After showing its product last year at interpack, supplier Rapidapak (0234 214896) has announced an order for 10,000 of the units in 1994.

Child resistance is an important feature of the pack designed by PI Design Consultants for the Glaxo migraine drug Imigran. The pocket-sized pack is sufficiently durable to be carried at all times, with colours and a logo which aim to communicate the benefits of the drug to sufferers, says PI (071-727 3226).

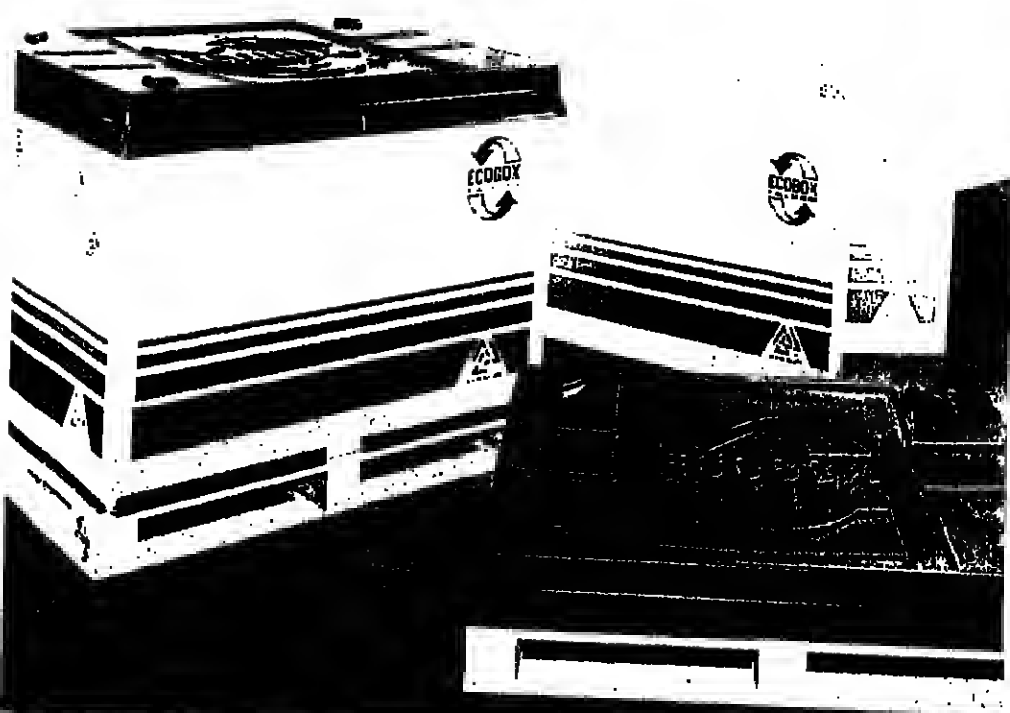
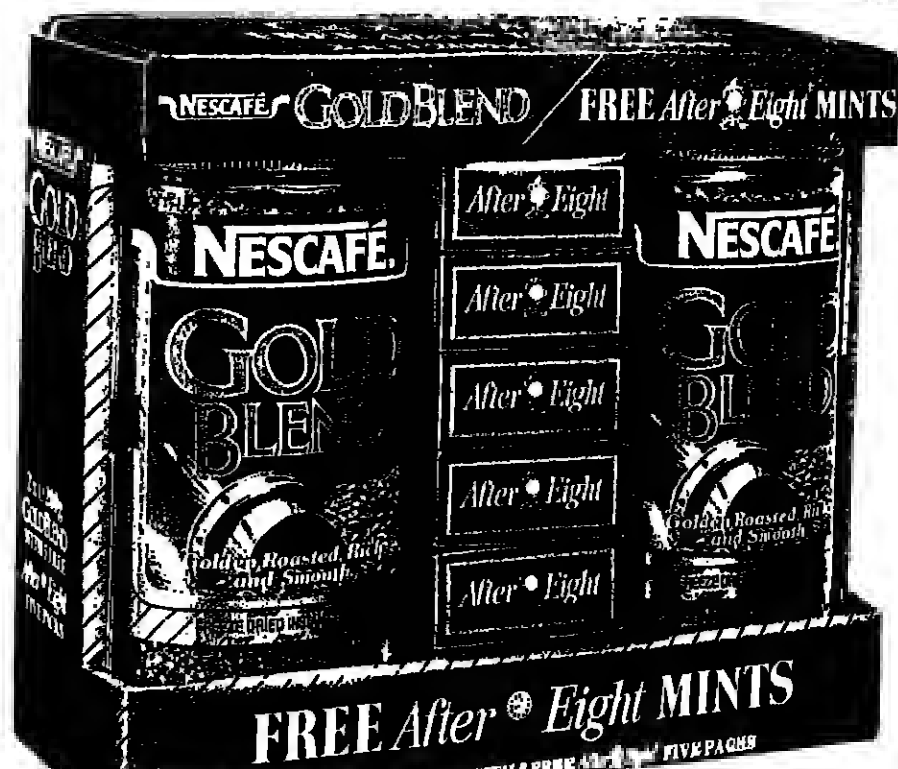
A soothing blue and grey have been used throughout on the inner pack and outer carton, both designed by the company.

Design and brand identity involved close cooperation between the pharmaceutical company and PI, says creative director Steve Kelsey.

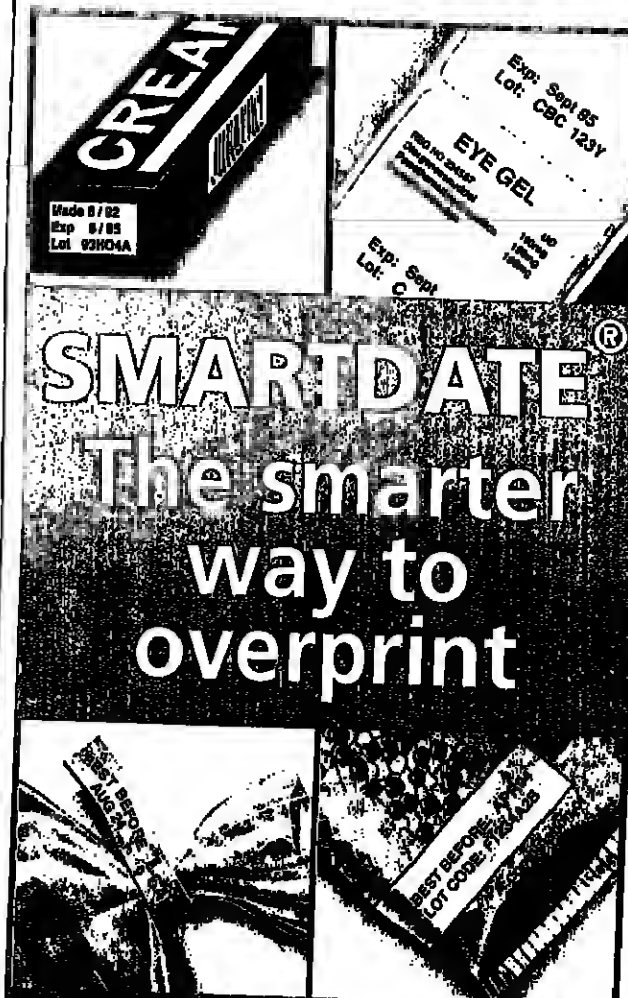
In its general overview of entries, the WPO noted tendencies which included greater thought going into recycling, more engineering for protection at lower cost, and better graphics backed up by printing technology.

A range of criteria is applied in evaluating the packs, including protection of contents, sales appeal, graphics, information, quality of production, economy of materials and technical innovation. □

Corrugated board for pos was produced by Encase Ltd for a Nescafé Gold Blend/After Eight promotion



SCA Packaging's Ecobox: a timber base unit, cross-ply, triple-wall board sleeve and moulded handle lid



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Exhibition unfolds creative potential

Visitors to the Creative Packaging exhibition which runs 8-10th of this month in Hall 11 of the NEC, Birmingham, are invited to 'realise the potential of packaging' by organiser

Nexus Business Communications (0322

660070). Running alongside the show will be

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1 Lincoln Road, Leasingham, Sleaford, Lincs NG34 8JS - tel: 0529 304926, fax: 413464.

Stand: 105

THE ALBION MANUFACTURING CO LTD

A range of cord, decorative tassels and trims for use on a wide

range of packaging is offered and new fixing methods for tassels for boxes, which allows them to be fixed to packs without requiring glue, will be demonstrated for the first time.

In-house dyeing and colour matching techniques are offered on the range of products and an unlimited number of colours can be achieved.

2 Laminas Road, Leyton, London E10 7QT - tel: 081-539 7071, fax: 081-536 2276.

Stand: 304

BARCO GRAPHICS

What are described as dedicated and comprehensive solutions to integrate electronic artwork with high resolution images for labels and packaging production through to final plate/cylinder layout will be demonstrated. Also Digipack production software, which has been enhanced with new features and productivity benefits.

At Ipex, Barco launched InkSwitch, a product said to overcome the long-standing problems in high volume printing of certain colour ranges where special sets have to be used instead of standard CMYK process inks. Further enhancements will be launched at the show under the name of Ink Planner.

50 Suttons Park Avenue,

Reading, Berks RG6 1AZ - tel:

0734 664611, fax: 663070.

Stand: 123

BELPAC LTD

Heath Mill Road, Wombourne, Wolverhampton, W Midlands WV5 8AP - tel: 0902 897343, fax: 893708.

Stand: 531

BLACKBURN CORRUGATED PAPER COMPANY

Interests continues in the BCP Creative Packaging's exclusive range of fully dyed E flute corrugated materials. Sharing a stand with specialist paper-makers James Cropper plc, BCP products used by BHS, The Body Shop, Boots, Holland & Barrett and The Sock Shop will be on display.

Also on show will be silkscreen printed and foil blocked materials as well as laminated corrugated options. Friene Street, Blackburn, Lancs BB1 6EG - tel: 0254 52631, fax: 681736.

Stand: 316

BN INTERNATIONAL

81 Borough Road, London SE1 1DN - tel: 071-403 0085, fax: 071-401 9989.

Stand: 318

THE BOX CLEVER (GIFTWRAP) CO LTD

Petapak Works, Sugar House

Lane, Stratford, London E15

2QP - tel: 081-534 7744, fax: 081-519 6463.

Stand: 416

CAMBRIDGE CONSULTANTS LTD

Among new packaging concepts shown by CCL are lower cost replacements for multipacks, novel and complex shaped sachets and multi-chamber containers. Also to be demonstrated are its web handling techniques and micro perforation technologies.

The multi-chambered containers are said to be an ideal way to keep component materials separate until point of use and applications include alternatives to yogurt twin-pots or for such products as adhesives.

As well as developing its own concepts, the company also responds to manufacturers' requests for solutions to technical problems and its services include market strategy as well as new product and packaging development.

The Science Park, Milton Road, Cambridge CB4 4DW - tel: 0223 420024, fax: 423373.

Stand: 208

CARNAUDMETALBOX SPECIALITY PACKAGING

A range of innovative decorative tins, used by many companies to market and promote

their products, will be on show. Malsfield Factory, Rock Valley, Malsfield NG18 2EZ - tel: 0623 22651, fax: 24626.

Stand: 327

CARNAUDMETALBOX CLOSURES UK

Exhibiting for the first time, the company will display its innovative ideas for the packaging of products in glass with metal closures. It will also be showing its latest ideas for the fruit juice and dairy markets, and exhibiting its new retortable cap for use in microwave cooking.

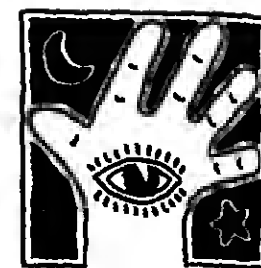
The concepts of 'Tumbler-packs', where the container can be reused many times as a tumbler; 'eat from' packs, where the container can be used as a plate or serving dish and the latest tamper evident and decorated cap designs will also be on show.

Lake Road, Hanworth, Poole, Dorset BH15 4LJ - tel: 0202 674321, fax: 676463.

Stand: 210

CHARPAK LTD

On show will be an exclusive range of 'roll the shelf slide on hangers' as well as other forms



creative packaging



creative packaging

the Nyco point of sale and presentation shelf merchandisers which are said to combine the look of a custom display with the convenience and economy of a stock system.

From Microflex Packaging comes the Microflex transit case: an injection moulded polypropylene container featuring foam inserts to cushion products during transit and storage. TOPS Packaging Systems, a division of KCG, will launch its latest generation of packaging and distribution optimisation software.

Fraser House, Bridge Lane, Fradsham, Cheshire WA6 7HD - tel: 0928 739520, fax: 739527.

Stand: 20

LABELTECH LTD

All aspects of the self adhesive label range from the company will be on show including Pharmatex, the latest leaflet label system design to provide maximum information for pharmaceutical and healthcare applications. Also on show will be Labeltext, the highly successful patented, resealable label system offering numerous pages for information or promotional use.

Four other leaflet label combinations will be on show - Plytext, Promotext, Collartext, Booktext - which can all be custom-designed to meet end user needs. In-house, bespoke design facilities are also available through its sister company, Reproactive Ltd. This company has extensive knowledge and dar equipment

to provide a fast turnaround of design work. 4 Cuttall Road, Wilton, Essex CM8 3BJ - tel: 0176 501144, fax: 510979.

Stand: 70

LAWSON MARDON GROUP

A peelable, easy open laminate - called CX-P - which can be combined with primed or plain primary webs to provide finished laminates offering a wide choice of properties and performance, will be shown by LMG Smith Brothers as well as Zip Tite easy open and resealable bags. Among exhibits from Lawson Mardon Flexible will be the first commercial application of Flexi-Pouch, the stand up pouch for packing liquids, powders or granulates.

LMG Superior Packaging are at the exhibition for the first time and will be displaying its shrink sleeve and wrap-around labelling capabilities. Decorative tins - three of which have just won Worldstars - will be shown by Lawson Mardon Decorated Containers while from LMG Fibrenyle will be the latest blowmoulded plastics containers for the personal care, household, agrochemical, food and drink markets.

A tamper evident seal for beer kegs which has been designed in conjunction with major UK breweries, will be displayed on the stand by Lawson Mardon Plastics. Avonbank, Clifton Down, Bristol BS8 3HT - tel: 0272 735080, fax: 735810.

Stand: 139

LONDON FANCY BOX COMPANY LTD

Using the latest cad/cam techniques, the company continues to innovate in design and construction of rigid boxes. Recently, the company has introduced a divisional structure to better serve specific end-user markets. Each is self-sufficient from design right through to manufacture.

The Castle division serves the beauty, music, stationery, video and drinks sectors while the Valley division will serve confectionery, film, games and publishing markets.

On display will be examples of the box maker's art and demonstrations of box making. Poulton Close, Dover, Kent CT17 0XB - tel: 0304 201598, fax: 213370.

Stand: 527

M PETRUSHKIN LTD

Sugar House Lane, Stratford, London E15 2QP - tel: 081-534 7744, fax: 081-519 6463.

Stand: 416

MAILWAY PACKAGING GROUP

The wide range of promotional, contract packing and vacuum forming services will be highlighted by the group which has four factories located in both the North and South of England.

All of the plants house controlled environment areas to meet demanding hygiene requirements for packaging foods, confectionery and personal care products. In addition,

CREATIVE PACKAGING

newly acquired UK subsidiary MW Incap offers specialised contract packaging services for the pharmaceutical industry.

Services range through design, manufacture and printing of a variety of packs, collation and production multipacks and special promotional packs, high frequency welding, shrinkwrapping, creation of point of sale displays and production and application of shrink sleeve labels.

Custom made and standard products from its Showcase range of folding blister packs and sample packs will also be on show.

12-16 Pitt Cliff Way, Upperasle Street, West Bromwich, Road-ford B5 7SG - tel: 0274 720019, fax: 370132.

Stand: 431

MANCHESTER PRINT LTD

Harper Road, Walsby, Manchester M22 4ST - tel: 061-

908 1188, fax: 061-908 1081.

Stand: 108

MILBOURNE PACKAGING

A range of bespoke cartons, carrier bags and ancillary goods, including fine printed tissue paper, designed and manufactured for mainly retail outlets will be on show.

Established in 1878, the company specialised in covered rigid boxes for the first 100 or so years but has now developed into cartons and then carrier bags. These imported bags have cord and die cut handles.

Carton work has progressed through the years and in 1992, the company worked closely with Petrick and Money on the M-Tak carton which the company now manufactures under licence. Recent samples of this carton will be highlighted on the stand.

11 Eden End, Feathers Hill, Hatfield Broad Oak, Bishops Cleeve, Leics CA22 7HD - tel: 0279 718800, fax: 718822.

Stand: 216H

11 Eden End, Feathers Hill, Hatfield Broad Oak, Bishops Cleeve, Leics CA22 7HD - tel: 0279 718800, fax: 718822.

Stand: 216H

MINALE TATTERFIELD & PARTNERS LTD

This international design consultancy will stress its work in the area of pan-European branding. Its network of fifteen design and marketing offices worldwide means it can offer a truly international project management service to find the right visual and verbal language across national frontiers.

A recent project was with Roche Products, which wanted to update its Valderma Skin Treatment product. This involved an overhaul of the pack shape which increased sales by over a third in the first six months of launch. The company believes that this highlights how design can play a vital role in the marketing plans and objectives of a brand.

The Company, 37 Steen Road, Richmond, Surrey TW9 1AJ - tel: 081-948 7999, fax: 081-948 2435.

Stand: 216E

NEDI LTD

A range of water soluble packaging films from the company, suitable for both cold and hot water applications, will form the main feature of the display. These films are said to be ideal for a vast range of product types including agrochemicals, household chemicals, detergents, dyestuffs and animal health products.

Dalton Way, Middlewich Business Park, Middlewich, Cheshire CW10 0JL - tel: 0606 836155, fax: 836108.

Stand: 302

NORDEN UK LTD

Church Street, Baldock, Herts SG7 5AF - tel: 0462 895243, fax: 895683.

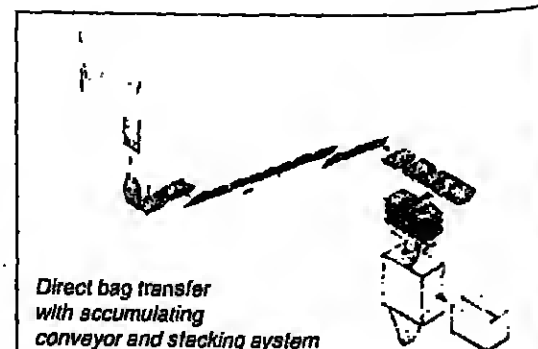
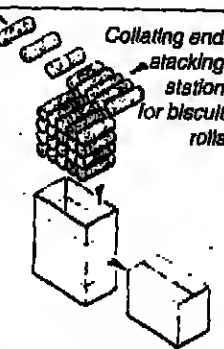
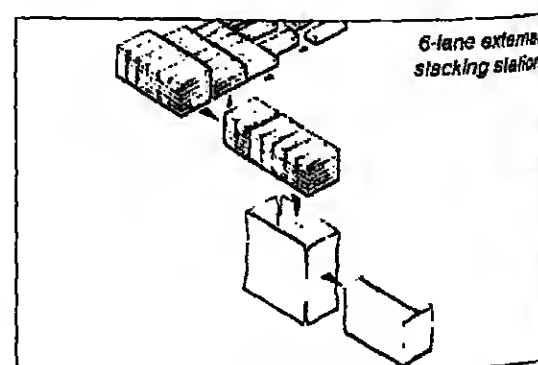
Stand: 103

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PACKAGING NEWS

Visitors are welcome to visit our stand to pick up an issue, gain information about the show, or just have a coffee. Please do come and join us and find out more about Europe's Number One packaging journal.

Nuclear Hunter House, Chalk Lane, Cockfosters Road, Barnet, Herts EN4 0BU - tel: 081-242 3147, fax: 081-242 3154, Stand: 213

PAK 2000 (UK)
Church Court Business Centre,
Church Court, Preston, Lancs
PR1 3BS - tel: 0772 880500,
fax: 853805,
Stand: 132

PETHICK & MONEY
A complete design service is offered to clients including name generation, trademarks, packaging construction, graphic design and packaging logistics. As well

as offering clients simple and classic designs, the company launched its own carton system, M-Pak, in 1992. The latest development is X-Pak, a totally glueless carton suitable for the fragrance, cosmetics, confectionery, lingerie and gift markets.

Studios 4&5, 75 Filmer Road, London SW6 7JF - tel: 071-384 1298, fax: 071-731 8314.

PICADOR DESIGN INTERNATIONAL
The Parsonage, Winford, Bristol BS18 8DW - tel: 0275 474704, fax: 472108,
Stand: 216D

PIRA INTERNATIONAL
Pira personnel will be able to explain the research, database, life cycle analysis and other work of the organisation as well as its extensive range of publications and seminars.

Randalls Road, Leatherhead,

CREATIVE PACKAGING

Survey KT22 7RU - tel: 0372 376161, fax: 377526,
Stand: 525

POTTERTON OF LEICESTER

Promote cases, produced from extruded polypropylene sheet and available plain or printed, will be on show. Foil blocking, stitching and riveting are other options.

Also manufactured by the company are presenters, portfolios, sales presenters, sales sample cases, soft stitched bags and literature boxes.

80 Coleman Road, Leicester LE5 4LF - tel: 0533 767562, fax: 460445,
Stand: 206

PRESENTATION PRODUCTS LTD

The company designs and manufactures wooden, paper and fabric covered boxes for many

different products, each one produced specifically for the product it contains.

Designs used for consumer items such as crystal, ceramics, toiletries, stationery, wines, spirits and fine foods will form part of the display. Also on show will be small lined boxes in a natural wood finish, painted containers and trays, crates and stained wooden chests with brass corners and handles.

Boxes covered in printed papers, fabrics and leather, hinged or with lift off lids in different shapes and sizes, complete the extensive display.

Abbey Works, Arbroath, Angus, Tayside DD11 1TZ - tel: 0241 78441, fax: 15560,
Stand: 325

RAFLATA LTD

A major feature of the stand will be the (TRA) Ecotac RP-10 repulpable adhesive just

launched by the company. The first generation TRA can be used with totally chlorine-free label papers such as Vellum, Data and Copylaser. The result, says the company, is a range of recyclable, self adhesive laminates designed for applications where recycling is essential.

The entire range of synthetic labelstocks in both pe and pp will also be on show, as well as two recently introduced grades of recycled paper - Regloss and Revellum.

Copies of its new brochure which is designed to guide label converters and users in their selection of materials will be freely available on the stand.

Wareham Road, Eastfield, Scarborough, N Yorks YO11 3JN - tel: 0723 583661, fax: 584896,
Stand: 310

RED BRIDGE (BOLTON) LTD

The Creative Packaging theme has been taken to heart by this company who has organised a nationwide packaging design competition, the final of which will take place on the last day of the show. Designers and manufacturers have been invited to submit designs - either actual finished packaging or drawing board concepts - which use any of the company's many packaging coverings. Work from the finalists will be displayed on the stand.

Acrolin has recently been used for special promotional carrier bags for Bass beers, Worthingtons Best Bitter and premium lager, T.A.G. Each bag contained a specially designed polystyrene fluted to hold two cans of Best Bitter and two bottles of T.A.G.

Red Bridge Mill, Ainsworth, Bolton, Lancs BL2 5PD - tel: 0204 22254, fax: 384754,
Stand: 326

ROCKWARE FLECON-AGE

Wendland Road, Knottingley, W Yorks WF11 8AP - tel: 0977 674111, fax: 672879,
Stand: 125

SOCO SYSTEMS UK LTD

A complete Single-Operative Packstation, capable of erecting, sealing and accumulating random case sizes using only one operative will be exhibited. Designed with many adjustments, for operator comfort, the unit has an approx 8sq m footprint so is ideal where space is limited.

It consists of an F-100 semi automatic case erector, linked



REPROACTIVE

See Labeltech Ltd.
Stand: 70

ROBINSON SPECIAL PACKAGING

Part of the Robinson Group, the company specialises in spirally-wound round containers and rigid boxes. As well as circular containers, the spirally-wound concept can be combined with other rigid box elements to 'ovalise' the overall pack shape.

New at the show is an all paperboard can - APC - which is manufactured from 80 per cent recycled material and is 100 per cent paperboard which is said to maximise reuse or recycling capabilities.

Rigid boxes can also be supplied and examples of work for such clients as Boots, Laura Ashley and EMI will be on show.

Chatsworth Road, Brampton, Chesterfield, Derby S40 1YD - tel: 0246 220222, fax: 220913,
Stand: 435

ROCKWARE FLECON-AGE

Wendland Road, Knottingley, W Yorks WF11 8AP - tel: 0977 674111, fax: 672879,
Stand: 125

SOCO SYSTEMS UK LTD

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It consists of an F-100 semi automatic case erector, linked



creative packaging

to a T-55 case sealer. Fitted to this case sealer is the Zipper system. This applies a small triangular piece of paper during sealing which gives the cases a tamper evident feature for security which is also easy to open.

Once sealed, the cases feed onto a Boomerang conveyor, part of the company's Con-30 conveyor range for the next stage of packing.

Unit 18, Palmerston Street, Hanley, Staffs ST1 3EU - tel: 0782 274100, fax: 272696,
Stand: 131

SPARKPRINT LTD

The company is trying to encourage packaging designers to involve them, a specialist label producer, at the initial design stage and not as an afterthought as well as to experiment with materials rather than relying on computer created graphics.

On show will be last year's Farrow Award winning label, designed by Kathy Miller for the AME brand. Kathy approached the company with a bottle wrapped in parchment and tied on with raffia and this product is now exported all over the world.

As well as standard label production facilities, the company also produces reel fed, self adhesive labels using the lithographic print process, said to allow the company to reproduce designs without compromising original ideas.

Darlington Road, Northallerton, N Yorks DL7 8UA - tel: 0609 780333, fax: 780423,
Stand: 109

STRIBBONS LTD

Products from its extensive range of decorative packaging



Double-walled plastic jars will be shown by William Croxson

will be on show suitable for all types of gift packaging in market areas such as food and confectionery, wines and spirits, greetings cards, gift wrap, trilectics and cosmetics.

Standard items available from stock include tote bags, pull bows, mini bows, foil wrap as well as stretch loop bows. Specialist products include cords, tassels, ribbons and bows which can be both hand and machine tied.

The new 'Natural Decoration' range will be featured which include bows and tassels manufactured from paper, cotton, jute, sisal and flax. Also new is a large range of polypropylene ribbons.

Unit 129, Laurence Leyland Complex, Irlingborough Road, Wellingborough, Northants NN8 1RT - tel: 0933 443446, fax: 443435,
Stand: 519

TECHNOPRINT INTERNATIONAL

Exhibiting for the first time at the show, this print bureau operation can supply swing tickets, over-riders, garment and shoe labels as well as self adhesives or sew in labels. An extensive range is manufactured to what is described as the highest standards at the lowest prices. As well as offering fast turnaround on its hot-foil machines, the company can also produce complex shapes

CREATIVE PACKAGING



with laminated finishes.

Bradford Street, Keighley, W Yorks BD12 3JZ - tel: 0535 612031, fax: 690388,
Stand: 202

USIPLAST SA (PRIPLAK)

15 Place de la Nation, 75011 Paris, France - tel: 1 43484242, fax: 1 43489290,
Stand: 135

WALTER COLES & CO LTD

PO Box 42, 47-49 Tanner Street, London SE1 3PL - tel: 071-407 8291, fax: 071-357 7463,
Stand: 107

WATERSHED PACKAGING

Witton Heath Farm, Manor House Lane, Leeds LS17 9JD - tel: 0532 371114, fax: 371116,
Stand: 104

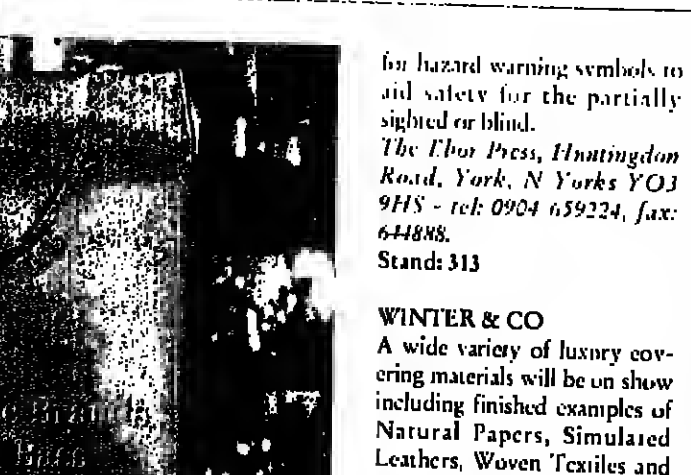
WATSON GRANGE LTD
Napier Street, Linwood, Paisley, Scotland PA3 3DF - tel: 0505 321543,
Stand: 30

WILLIAM CROXSON & SON LTD

An exclusive range of double-walled, plastic jars will be launched in sizes ranging up to 8oz. They can be manufactured in any colour with a straight or rounded base and include a continuous thread finish.

The jars have a polystyrene outer wall and a polypropylene

CREATIVE PACKAGING



inner and, for cosmetics or pharmaceutical applications, special finishes can also be provided. These include high gloss and organic frosting.

Glass bottles and jars will also feature, including a selection of more unusual and specialist containers from around the world.

WOKING TUBE PRODUCTS

Straight wound cardboard tubes for applications as diverse as fibre drums to hat boxes and shaped containers to winding cores as well as 'rolled to fit' purpose made versions are all available from the company. Special mandrels used in the manufacture allow tube diameters from 75mm up to 610mm to be produced.

Boxes for gift packaging, product presentation, decorated containers and dispenser drums will also feature. The company can cater for low volume users.

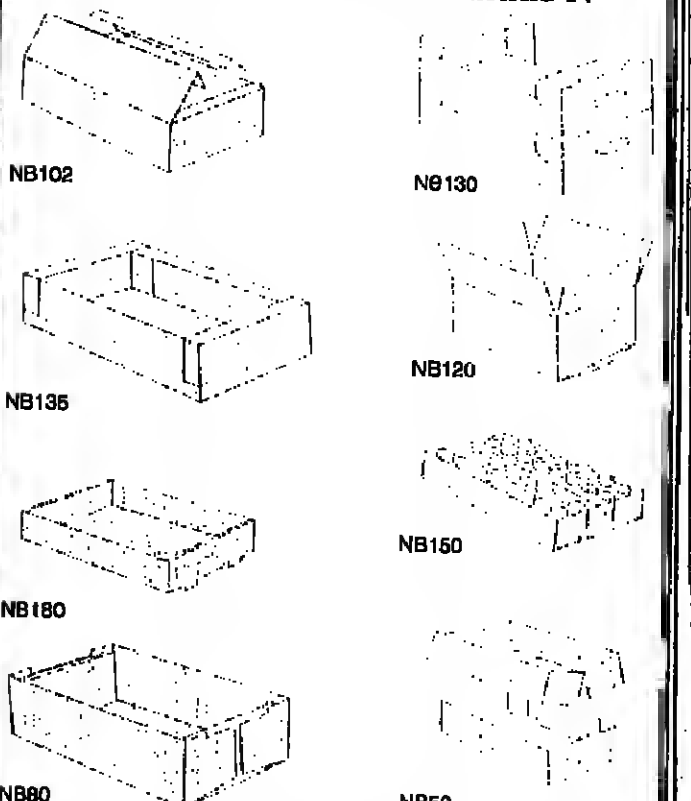
Abstracta House, 187 Brent Crescent, London NW10 7XR - tel: 081-965 8845, fax: 081-965 5120,
Stand: 306

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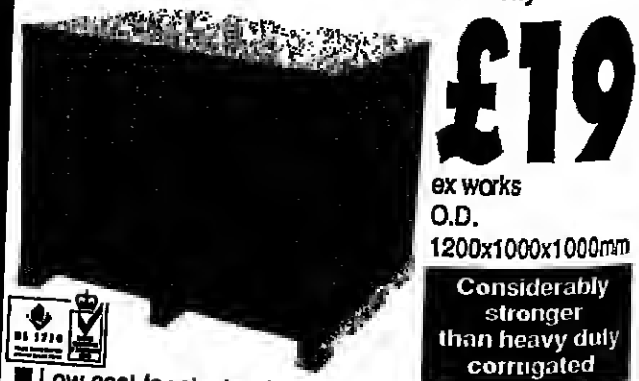
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WHAT CAN WE LEARN FROM NATURE'S PACKAGING?

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Aiming to standardise keylines

In order to try and standardise the sometimes haphazard nature of keylines, which leave a designer guessing as to dimensions or colour, Aaron Associates has designed Aaronline, a keyline generation software package which attempts to standardise the language spoken by designers through to printers.

Aaronline is the electronic origination of dimensional keylines and is the dimensional equivalent of the industry colour matching system (Pantone), according to Martin Dyckhoff, marketing director at Aaron (Westward House, Montrose Avenue, Slough, Berks SL1 4TU - tel: 0753 553500, fax: 553532).

It provides all the dimensional requirements and information for artwork and design.

physical outlines, all overprint areas, bleed/seal lines and critical print area for all packaging types and styles.

More importantly, it allows sign-off for dimensions of digital proofs at every stage, includes sign-off for work notes, covers print processes to be used, number of colours, print sequence, and is supplied in foreign language versions. Until everyone involved works through the sequence of procedures particular to them to be signed off which appears on the screen alongside the keylines, it cannot be sent off.

Mr Dyckhoff tells *PN* that a large percentage of the retail sector is interested in acquiring the software and recommending it to their suppliers. Caution

optimism in it has been voiced by most of the super-market groups and first to test the system is Gateway/Somerfield, which is currently installing the software.

"At the moment the degree of difference we receive in keylines is enormous: it varies from a scribble to an acetate," Paul Day design development controller for Somerfield, tells *Packaging News*.

"Lots of time and effort is wasted at this stage trying to decipher the keyline: that is why the opportunity for something that standardises it is very important," he adds.

Incorporated into the system is a security feature so that any variable once entered is attributed to a person and named. No change can be made by another person on that variable, so that people become responsible for particular aspects of the template.

While optimistic about the possibilities for Aaronline Mr Day emphasises that "We are not looking to combat every keyline," and the company is not going to force its use on its suppliers.

If tests live up to expectations, Mr Day expects benefits to include savings in time and cost and getting consistent information from suppliers.

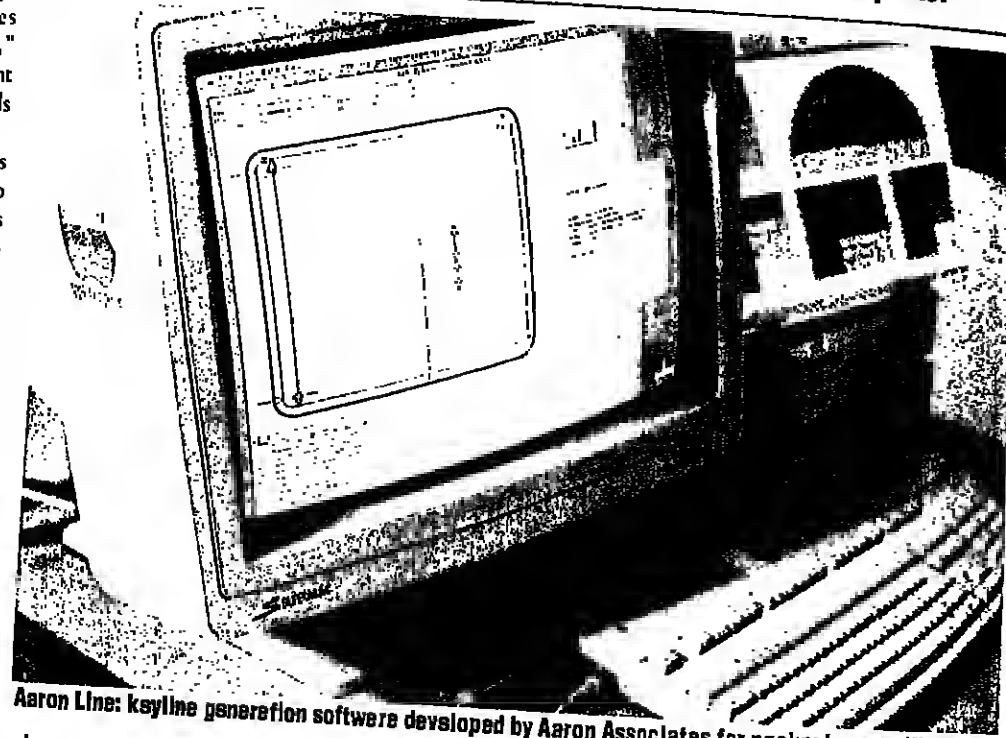
"Working parameters"

"We believe the system will help designers and they should have the keylines available before the drawing is done: this will help them work within some parameters so we are not faced with people further down the line coming back and saying this can't be done," comments Mr Day.

Helen Marsden, senior

manager packaging, communications and design at Sainsbury, agrees that the general principle of standardisation offered by the Aaron program provides benefits. "It would clarify the different version of

technology software programs are being used to cut costs and time for an ever more sophisticated packaging market, while 3D imaging creates detailed images of the product. Other systems are meeting the need to increase cooperation along the chain from designer to printer. Camilla Reed reports.



Aaron Line: keyline generation software developed by Aaron Associates for packaging specialists

the same information we receive so it's a positive move forward.

Sainsbury's will be keeping an eye on the system but also emphasises that while standardisation is important it would not wish for any one system imposing itself across the board so that "some of those peculiarities in print don't come through which sometimes really make something," says Ms Marsden.

"This is the first approach at this sort of thing. We are keeping an open mind. Its like the early days of VHS and Betamax video. We don't want to go for the wrong system," Ms Marsden says that the software complements dar.

Benefits cited are that it

will increase communications among all the parties involved, so that a lot more information is required up front. "Anything that does this I welcome. It educates everyone and opens up designers and printers."

Mr Dyckhoff is confident the system will become an industry standard and will be supported by printers and ultimately by manufacturers.

For further information call 0839 772268

3D imaging investment

As pressure on lead times becomes more acute, companies are looking at ways to optimise technology in design - in order to see more realistic images of their product at an earlier stage, and to cut costs.

While the software for 3D imaging exists, training in advanced and specialised uses of the systems does not appear to be readily available, says company Pack-a-ging Interface, a subsidiary of the Litho Stop Group. An investment of £25,000 has been made in training in-house and systems improvement since the acquisition of 3D software and complementary hardware by the company late last year.

Since December, clients, such as Dairy Crest and PLM Redfearn have been offered 3D imaging services. "We can take a flat design from a profile of a container with a pre-distorted shrink sleeve label and turn it into repro-ready artwork in a mocked up format in days," Cliff Barry, md of Packaging

Interface (Letchworth Business Centre, Unit 2 Avenue One, Letchworth Garden City, Herts SG6 2HB - tel: 0462 4805712, fax: 670926) tells *Packaging News*.

"The customer can see the product in colour, in 3D, in four 90deg turns, in any light or background effect before they go to the market. Retailers can then decide if a product is correct for the product audience. We can make any changes at this stage, which is substantially cheaper than making the bottle and the content and then finding you have to write it all off."

The benefits of doing it this way at this stage although risky, provide savings in time and money. "You can try the product out in the market, present prospective clients in colour without having to make the product. Any changes at this stage are low-cost since you don't need to remake plates, films dies etc," says Mr Barry.

Once the work is prepared, the company sends the clients



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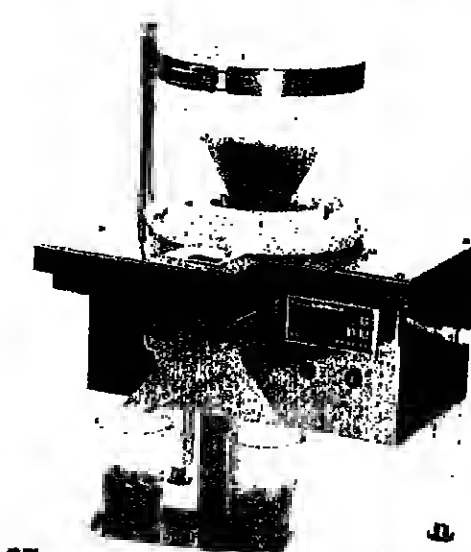
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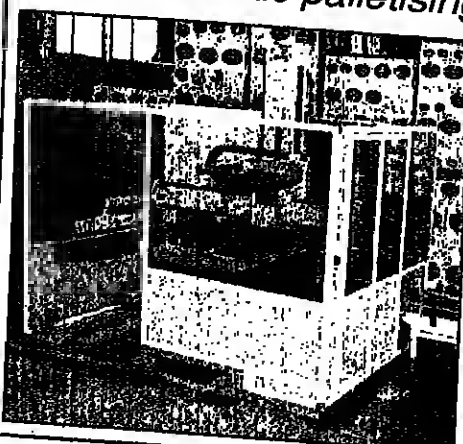
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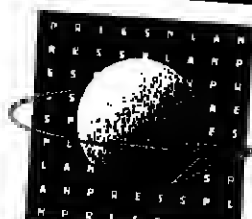
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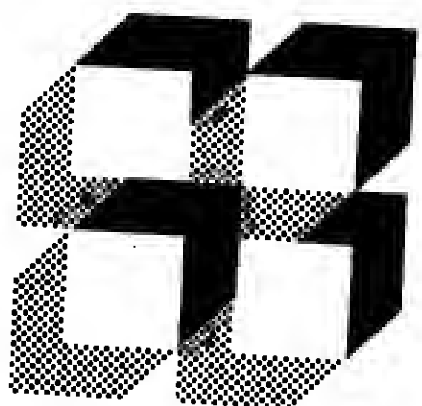
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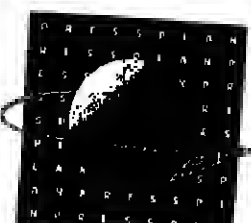
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Report surveys market openings

A lack of data into market opportunities for UK design consultancies in Europe led the Design Association (DBA) to launch a report, *The market for graphic design in selected European countries*, into how UK design consultancies can penetrate these markets, which amount to over £100 million.

Supported by the Department of Trade and Industry, the DBA has focused to begin with on Germany, Scandinavia and Spain. The research covers graphics, product and interior design. In-depth interviews were conducted with over 100 major buyers and suppliers of design services and trade associations. The report pinpoints where potential growth lies and how to tackle it. It also includes an analysis of market size and structure, number and type of suppliers, attitudes towards UK consultancies, future trends and the design consultancy relationship.

"Informed view."

Ian Rowland-Hill, chief executive of the DBA (29 Bedford Square, London WC1 - tel: 071-631 1510, fax: 071-255 2027) tells *PN*: "Our research gives a clear informed view of the European market for design. The information should act as a catalyst for those aiming to enter, improve or consolidate their position in Europe." Of the countries studied, only Spain has a longstanding tradition in graphic design. Most of the country's leading design consultancies are involved in the field.

Fmcg (fast-moving con-

sumer goods) companies, particularly in the food and drink and tobacco sectors, account for the majority of demand for graphic design, accounting for close to half of graphic design sales by consultancies in the countries surveyed.

The nature of the food and drink industry in each nation appears to some degree to have influenced the structure of the graphic design consultancy market. "In Germany, where the industry is fragmented and largely regional, demand has largely been met by small local designers" says the report.

"Export oriented"

In Spain and Scandinavia the food and drink industry is more export oriented: the report concludes that this has encouraged the emergence of the leading graphic design consultancies.

One area in which UK consultancies are unequivocally regarded as superior to their local counterparts by designers and buyers alike is in their business methods.

Of the markets surveyed, the largest is in Germany, where the food, drink and tobacco industries are just over twice the size of those in the UK with a turnover in excess of £80 billion.

Stimulating trends identified in Spain are: a growing awareness of the value of brand differentiation, an emphasis on quality, particularly in export-oriented sectors such as wine, and the redesigning of labels aimed at export markets in order to conform to European Union labelling requirements.

Blue and original

A true blue contender for the Dutch national packaging awards is a bottle designed for the launch of a vodka by Dutch distillers Hoogvloed, called *Royalty Vodka*, primarily aimed for the USA and Asian markets.

Amsterdam-based Designers Company was asked to design the vodka for export markets as well as choosing the brand name.

"The sturdy glass bottle was to be royal blue with finely contoured curves leading up like rounded shoulders to a long neck bearing the Dutch royal seal", says Rob Verhaart creative director at the Designers Company (Oranje Nassaulaan 9, 1075 AH Amsterdam, The Netherlands - tel: 010 31 20 671 9988, fax: 671 5093).

But says Mr Verhaart "The bottle's crowning glory was left for the lower mid section. There, securely fastened to a dimple in the glass was the essence of Holland - a coin known affectionately by the Dutch as a 'dubbeltje' (a little double)". This tiny silver coin is just 1.5cm wide.

Pieter van de Rest, client



The royal blue vodka bottle

services director, explains: "The royal blue colour stands out as fresh and ice cold. Even more it suggests quality. While the shape of the bottle is unique, its sturdiness and simplicity are clearly in line with the times."

The bottles are manufactured by Gebrüder Stoesandt in Germany while the print silver lettering is done by French company Saga Decor and the UK from MSG Closures produced the steel cap.

For further information K3-112 Call for details 0839 772268

Digital artwork on show

Darpack 94, an exhibition dedicated to digital artwork and reproduction in packaging will take place on November 9 and 10 at the Novotel in Lammersmith, London.

The event, supported by major pre-press suppliers aims to attract around 40 companies and 2000 visitors for the specialised show.

"It will enable suppliers of pre-press and packaging systems, dar services and data communications to target the important and rapidly growing market in packaging," says exhibition manager,

Gary Swinford of IIR International Exhibitions.

"The level of acceptance of dar amongst retailers, FMCG companies and packaging manufacturers is patchy. Darpack gives suppliers a clear focal point in which to sell the benefits of the dar process to brand, product and marketing managers without over technicalising."

For information, contact IIR International Exhibitions, Post Office House, Southampton, Wores - tel: 0527 892454, fax: 894127.

For further information K3-111 Call for details 0839 772268

Software gives palletising solutions

Packaging design technology is one of the factors helping new packs reach the shelves faster. "The latest cad/cam systems, for example mean that technical engineers can design a complex-shaped bottle in two hours", Simon Richmond marketing manager at Rockware Glass, tells *Packaging News*.

"Packaging design technology via software packages is also ensuring that products arrive on retailers' shelves undamaged by devising optimum packing and palletising solutions for containers through their distribution process."

So that its customers can get the most from such technology, Rockware encourages its use at the concept stage of any new bottle.

To do this, Rockware has developed a software package called Transpack which helps the company design packaging for both empty and filled glass containers.

In use since the early 80s the company has been updating its software and hardware to offer customers and clients more. The program was 50 per cent available off the shelf and the rest of the program was customised for Rockware.

It provides models for packing and palletisation and recommends the best use of pallet and transport space, says



Barco Graphics electronic design and production system

Tony Baker design manager at Rockware Glass (Headlands Lane, Knottingley, W Yorks WF11 0HP - tel: 0977 674111, fax: 607256).

It produces on average 250 specifications each month for Rockware's plants and customers. The majority of this is bottles only and will involve the company working with designers. "We take the concept and make sure it's a manufacturable product, giving them an engineering input so that a perspex model can be made if necessary," explains Mr Baker. Rockware also supplies

packaging in two modes, taking the customer's pack and filling it or demonstrating the bulk palletisation method. Work is done on a variety of packaging concepts, although the company rarely gets involved in the customer's design of a pack.

Design is limited to the surface of a bottle: labels and colours are not usually added. Mr Baker says that while the firm has the software for this it does not currently have the hardware to match, although in future it may go down this route. Some work currently

done involves enhancement for existing agencies.

The company thought that with the introduction of 3D imaging fewer perspex models would be made. "This has not been the case. We are supplying more perspex models than ever. I don't think you can do away with the perspex or glass model because people still like to feel the bottle and see the texture," says Mr Richmond.

After consultation with a customer, Rockware produces a 2D outline and then a 3D image. The next stage is for the container design to pass through a series of stringent quality control procedures - computerised analysis of both stress glass and temperature distribution are an integral part of this process.

As soon as the design has been approved, the customer receives a colour screen image plot print, complete with a detailed technical specification approved to BS5750, which is then passed on for the design of mould equipment.

"The continued influence of computers in the development of packaging companies' commercial and technical functions is guaranteed and the area of design will be no exception," says Mr Richmond.

For further information K3-120 Call for details 0839 772268

Swift electronic design system

With 30 to 40 projects in different stages of completion in any week, du Bois Ording Design by, a Dutch packaging design consultancy, makes full use of Barco Graphics' electronic design and production systems. Mr Sieben du Bois' explains: "Without such a system it would have been impossible to have completed a recent project which involved

the design and mock up of 64 different beer labels within a period of six to ten weeks."

Although du Bois specialises in design consultancy, the company has been structured to assist clients in a number of other areas. This includes marketing consultancy, the development of long term brand strategies and the provision of total project management.

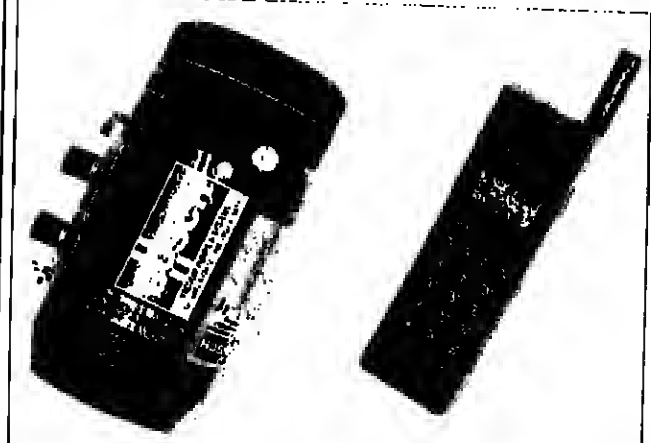
"Our computer configuration is not seen as one of our unique selling points but it forms the backbone of our internal organisation," he says.

This year it became the first Beta site to install Strikel Barco Graphics' (50 Suttons Park Avenue, Reading RG6 1AZ - tel: 0734 664611, fax: 665070) latest creative linework design package.

Strikel is aimed at designers who are already using a Mac or pc based package like Illustrator with the Aesthetes linework console from Barco. It combines the design packages of all these with new functions in one package. Menu and windows are user friendly. Additional concepts include automatic curvature control in splines and a mixed interactive/numeric approach in all design functions.

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Six-colour promises savings

A six-colour Komori Lithrone 40 with semi-automatic plate-changing (sape) and automatic wash-up will also dramatically reduce setting times while the automatic blanket washing will also save time both at set up and during the run.

The press forms the central part of a £2 million investment programme at the site, which also includes a Bobst 102SE die cutter and Domino 90 folder gluer.

The Lithrone 40 is the company's second press supplied by Komori UK Ltd (Kirkstall Industrial Park, Kirkstall Road, Leeds LS4 2AZ - tel: 0532 79909, fax: 798669).

Philip Jackson, S&D's md, says: "The six-colour capability as opposed to our existing four, will see significant savings as the majority of our production will be achieved in one

pass, instead of the current two. The semi-automatic plate changing (sape) and automatic wash-up will also dramatically reduce setting times while the automatic blanket washing will also save time both at set up and during the run."

"Expected payback"

Sape was chosen over automatic plate changing due to the short and medium run nature of the work undertaken by S&D as well as cost. Payback is expected within the first year. Set up times in total are expected to halve. "Six colour change can be achieved in an hour, before it took us two," Mr Jackson tells *Converting World*.

The in-line coater will have a double extended delivery se-

tion, which combined with the addition of hot air knives to the IVT infra-red drying unit will allow higher weights of emulsion coating to be applied and higher machine running speeds to be achieved without incurring any drying or blocking problems.

For varnish finishes Mr Jackson says that after considerable debate it was chosen over uv curing because it was considered conventional inks still provide a higher print quality. Recent developments with emulsions and drying systems enable in-line emulsion coating to achieve gloss levels very close to those obtained with uv in-line systems.

However, the occasional demand for a 'supergloss' finish will be met by moving the existing Champion press at the Yeovil plant to Crewkerne

where it will operate as a varnish coating machine and will be equipped with a uv drying conveyor.

This additional plant will be dedicated totally to the food packaging market and has been built providing a hygienic environment for production. Expert advice on the necessary specifications has been provided by ADAS.

Mr Jackson says: "The help from ADAS has proved invaluable and our customers can be confident that all requisite provisions have been met."

The company's Yeovil facilities will continue to handle non-food related packaging. There is room for a second press and die cutter at Crewkerne although the company is not planning one at present.

For further information K3 609 Call for details 0839 772268



The six-colour Komori Lithrone 40 press at S&D Cartons, Crewkerne

Preparing for Papro '94

The third international fair for package production, paper, film and foil manufacturing and converting machinery, materials and processes, Papro '94, will take place from May 25 to 31 in the Düsseldorf Exhibition Centre, Germany, with about 700 exhibitors signed up and around 40,000 visitors expected.

For the first time and running concurrently with the fair will be the Zellchemin-Expo run by the German Association of Pulp and Paper Chemist and Engineers. On the last two days, the Paper Technology Foundation is also organising a seminar on development trends in laminating technology.

Overall foreign exhibitors

are up on the previous fair with 28 countries now represented.

Italy has the largest non-German participation, followed by Great Britain with

32 and Switzerland with 31. The USA comes fourth on the list of countries with 24 exhibitors. Companies from

Canada, China, India, Indonesia, Japan, Taiwan, Thailand and the Bahamas will also be exhibiting at the show.

Hall 3 is being dedicated to environmental technology and trends. Around 120 exhibitors will be displaying

over 2500sq m, and the Technical University of Berlin will be running seminars with environmental themes.

Of the 32 British companies attending, 12 will be on a joint national stand, coordinated by Picon, the UK Confederation of suppliers to the printing, publishing, pulp, papermaking and converting industries. For further details on the international exhibition, contact: Düsseldorf Trade Fair Agency Ltd, Charles House, 108/110 Finchley Road, London NW3 5JJ - tel: 071-794 0166, fax: 071-435 9967.

For further information K3 609 Call for details 0839 772268

EFTA elects secretary

Tony Bath is the new secretary of EFTA, the European Flexographic Technical Association, following the retirement of previous secretary, Jack Birch.

Mr Bath has recently retired from Sidlaw Packaging - Colonsay where he was production manager. His extensive experience of flexo and gravure printing plus his net-

work of contacts throughout the industry give him an ideal background for his new position. He will also be maintaining direct 'hands on' contact with consultancy work that takes him into print works.

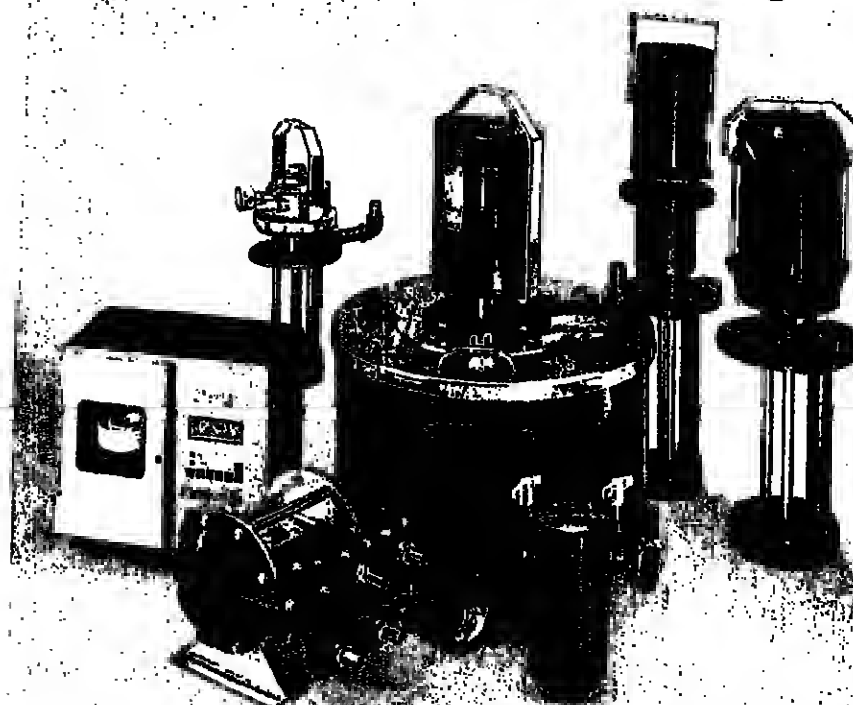
Jack Birch has retired after ten years with the association, during which time the association has increased and held its mem-

bership of 310, despite the difficult trading times. Chairman of EFTA, Alan Ellis paid tribute to Jack by saying that everyone in EFTA realised and appreciated his work over the years: he praised his "sheer dedication, enthusiasm and integrity".

The new contact address for EFTA is: 7 Limerick Road, Redland, Bristol BS6 7DX - tel/fax: 0272 246965.

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Final date for copy for the
April issue is Friday 18th
March '94. Advertisement copy
should be addressed to Jackie Skeel,
Packaging News, Maclean Hunter House,
Chalk Lane, Cockfosters Road, Barnet,
Hertfordshire EN4 0BU

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